9 — 15, 1980

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EVE'S WEEKLY

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HOT DAYS AHEAD: WHY THE WORL IS WARMING UP

THE LONG AND SHORT OF IT: COOKING WITH BEANS

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The family tonic popular in 98 countries– SEVEN SEAS builds good health seven ways. Naturally.

CHAITRA-SS-1

Are We Living In A Divided House?

Special Independence Day Issue—August '80.

Is India fragmenting into a regionalistic nightmare? Though our frontiers are peaceful, our state borders are turning into battle-fields. Take the case of the latest problem in the North-East: it's not really an isolated case—it's a symptom of a much deeper national malaise. Is the 'Sons of the Soil' concept getting out of hand? The cover story discusses this vital issue in detail.

Other Highlights:

- **Ramzaan: 30 Days to Purity.** Ramzaan or 'Ramadhan' is an annual religious event of great significance for Muslims. Some historical anecdotes that give the month its unique importance.
- **Discovering Coorg:** This idyllic state has no architectural monuments to boast of—but its scenic splendours of majestic hills and lush green valleys have earned Coorg the name "Kashmir of the South".
- **Now And Then—comparing the two greats of Indian Billiards:** Wilson Jones and Michael Ferreira.
- **Can Sanskrit Be Revived?** The most highly evolved language of the world is in the doldrums today. Some well-known Sanskrit scholars discuss its future.
- **The Man Of A Thousand Faces:** Lon Chaney was the first film star to assume a new face for every new role he played. So much so that very few movie buffs even remember what he actually looked like. A tribute.

YOUR BEST BET FOR GOOD READING.

MIRROR

Eve's Weekly

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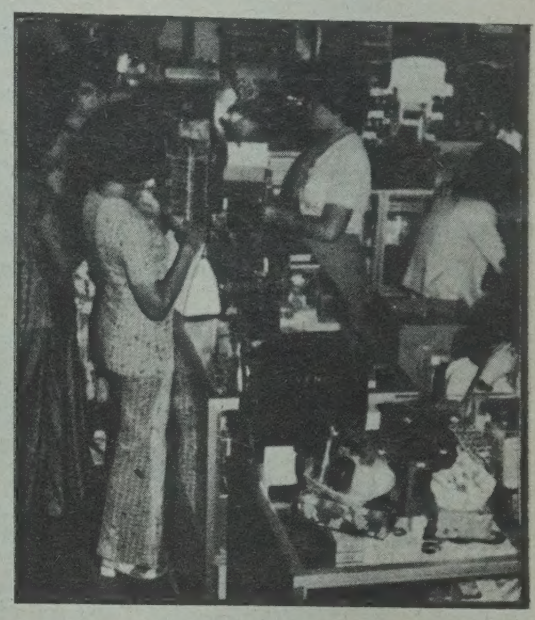
THIS WEEK

AN EYE TO THE EAST

Women in Singapore are better off than their counterparts in other Asian countries in many ways — they are by and large economically well off, very visible in the labour force and they enjoy equality under the law. However, a survey among leading women there suggest that they have a long way to go towards equality in real life.
Page 10.



THE PERMISSIBLE LIE

How true are the claims contained in advertisements? Can advertising agencies be held responsible if the claims are less than true? Or should the manufacturer be liable? Where does the buck stop? Ad-men talk.
Page 41.

THE BEACHCOMBERS

The season for frolicking on the beach is approaching. A guide to sun, sea and surf around the country so that you can plan ahead for your holiday on the beach.
Page 14.

HOT DAYS AHEAD

The world's climate is in danger of being irrevocably altered because of the environmentally careless way human beings have been living for centuries, and particularly in recent years. The reasons why the world is warming up.
Page 23.

ALSO

Women in Focus : Dr. Amirtha Besant Raj — Page 19 Film Interview : A new, slim Preeti Ganguly — **Page 21.**

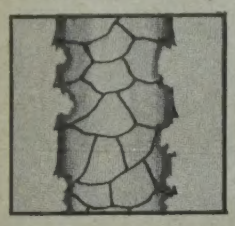
REGULAR FEATURES

Your Page /7, Readers' Voice/9, Passing Through/19, Short Story/24, Human Interest Story/27, Fashion/28, Cookery/33, People Known & Unknown/37, Beauty/38, That's A Laugh/38, Comics/39, Young Viewpoint/44, Heart to Heart/47, Life's A Funny Thing/49, Answers to Quiz 13/49, Frankly Speaking/51, People & Events/52, Horoscope/54, Quiz 14/54.

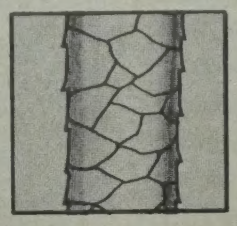
Lakmè presents India's first shampoo with protein conditioner...

Restores and maintains hair health and lustre.

Now for the first time, a two-in-one shampoo. Lakmé Shampoo is scientifically blended with a special protein conditioner. Most shampoos wash away natural oils and moisture. They attack the hair shaft creating tiny pits and holes to leave hair dull and limp.



Hair surface damaged with pits and holes.



Hair shaft repaired by Lakmé conditioning action.

Lakmé Shampoo acts in two beautiful ways. The conditioner fills in the holes with rejuvenating protein. It also deposits a protective protein coating on each hair shaft to add bulk and gloss.

Lakmé Shampoo gently lubricates each hair strand with non-greasy emollients which wash off easily and leave hair flexible, easy to manage and tangle-free. Less hair loss in combing. And the perfume. Exquisite. Lasts and lasts.

Available only in Bombay & Pune

Lakmé Beauty & Egg Shampoos

In exclusively designed bottles of 60 ml. & 120 ml.

Ideal pH balance formula cleans beautifully while it repairs damaged hair.

pH is the natural chemical balance between alkalis and acids. Most ordinary shampoos are too alkaline. They swell the hair's outer layer (cuticle) making it brittle and dull.

Lakmé Shampoo has a scientifically perfected pH balance. Not too alkaline. Not too acid. Just right. It shrinks the swollen cuticle and repairs the hair shaft making it stronger and healthier. Change to Lakmé Shampoo now for radiantly healthy hair. Don't suffer hair damage another day.

Lakmè

daCunha-L-64

YOUR PAGE

Do you have something to say?
Then say it here. We pay Rs. 25, 15 and 10 for the three best letters.

1st PRIZE

HAPPY SPINSTER

I am a confirmed spinster and am living quite a happy, contented life with my parents, earning a decent salary. But the irony of the situation is that people around me make me feel as if I am doing a great injustice to my parents (as well as myself) by deciding to live this kind of life. They keep telling me, "At least for your parents' sake, you should get married". How funny! For my parents' sake, I should get married, leave them and go away, is it? I want to take care of my parents and I consider it a privilege to be living with them. Other questions asked are, "Do you think you can live with your parents forever?", "What will you do after their time is over?". "Can you live all alone without any support?" etc., etc. They seem to think that I will become a lonely orphan. Can you imagine a middle-aged working woman as an orphan? What a laugh! I try to convince them that I'm happy as I am now and that getting married may lead to more complications. Then they say, "Ah, you are living in a fool's paradise!" I feel like replying, "Well, it is better to live in a fool's paradise and be happy, rather than live in a wise man's hell!"

What do you say?

VIJAYA, Coimbatore.

We say that you have the courage of your convictions and you should go ahead and do exactly what you want to do. People may give you all sorts of advice: listen to it, but decide for yourself. Just one point, though. You say your decision is because you want to live with your parents and look after them. Would your decision have been different if, when still young, you had had no parents to look after?

2nd PRIZE

THE LOSS OF CONSCIENCE

The incident of rape by a father of his own daughter was extremely pathetic. To class it as a case of oppression of women, is to take a very petty and narrow-minded view. It is really a case of collapse of all religion and morals. People are human, and are liable to sin and crime. But even the meanest of them have affection for their sons and daughters and at least some religious sentiment which regards certain things as sacred. The present state of affairs is such that society has been degraded to its lowest depth. And, yet, people talk of freedom and liberation and think of religion as something backward and out of date. Religion is the only force which gives man an awareness of some ethical laws and of a power which is omnipresent and omnipotent and that is the basis of what we call conscience. Is it not time, we all look at ourselves and revive religion which gives everyone a conscience and a fear of an Almighty power? There is no other remedy if we want to save society. The government, the police and our laws have their limitations and are powerless to wholly control society. The laws of society are themselves based on ethical and moral laws. Today we have no respect for religious sentiments and spiritual laws, which alone differentiate us from animals, and the result is what we see.

N.K. MATHUR, Bombay.

Can there not be a "conscience" without "religion"? We know of agnostics who tread the ethical path and behave according to the dictates of their conscience. And we know of many "religious" persons who believe in God and perform traditional ceremonies, but who are inhuman, corrupt, often criminal. Where, then, does one draw the line?

3rd PRIZE

THE RAPE VICTIM

The recent kidnapping and subsequent raping of a girl student, while she was on her way to college, brought home to me a new facet of the unfortunate situation resulting from such incidents — the attitude of women to rape victims.

On her return to the college, this girl was greeted by groups of giggling girls, who made her the butt of ugly remarks, and treated her as if she were an exhibit. Even the teachers, the 'enlightened' ones, looked upon her with suspicion, and cast aspersions on her character. Instead of understanding and sympathy, she was met with hostility and scarcely-veiled curiosity. We are perpetually complaining about the unfair attitude of society, particularly the male members, and the judiciary, to victims of rape cases. But when we, as literate, enlightened women fail to sympathise with them have we any cause to complain? When we, as women who may be potential victims (though God forbid!) of such unfortunate circumstances ourselves, adopt such an unfair attitude, can we expect anything better from the males, who will, obviously, support their fellow-men?

What is needed to help rape victims is not only a change in the attitude of society and the law, but a radical change in the attitude of women. We must realise that it is the one who rapes and not the one who is raped who is the criminal — and give the women involved in such incidents a fair chance to live a normal life.

BEENU SETHI, Chandigarh.

On the contrary, everyone we talk to now is up in arms and indignant about what is happening today. There may be a few stray instances — mainly older women — who look askance upon a raped girl, but, by and large, women are convinced that the victim deserves all sympathy and co-operation.

THE PEARL THAT DIED

I remember reading some of the beautiful poems of little Gitanjali in your magazine, last year, titled; 'Thoughts of a Dying Schoolgirl'. I was so touched reading those poems and I truly felt that the sparkle in my own tears was but the brightness that radiated in all those eyes which went through those beautiful, touching words.

Due to the magnetic power of her poetry, I felt so close to Gitanjali, whom I had never met. I feel Death can never be forgiven for taking away such a talented pearl of a poet and a lovely human being. She bore her suffering and pain of the deadly cancer with such an inviting smile and courage that one could never have guessed that she knew her days were numbered. Being a nurse myself, I wish God had given me an opportunity to serve that innocent flower with my own hands.

Since August 11, 1980 is Gitanjali's third Death Anniversary, I wonder if any one of your readers could come forward and offer to publish her poems in book form. I, and many others who have admired this plucky, young and talented girl, would be very grateful to you.

MISS S. MEENA, Bombay.

The poems of young Gitanjali, who died of cancer three years ago, have been published in several magazines and are being translated in several languages for publication in non-English journals. There are many more poems of Gitanjali (she wrote all these during her terminal illness) lying unpublished. Would any reader care to undertake publication of a book of Gitanjali's lovely poems?

Remember when you had a toothache and grandma made it better with Clove Oil? Your dentist uses it even today!

HERE'S

NEW Promise

the unique toothpaste with time-tested Clove Oil

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—FOR MODERN AIDS TO BETTER LIVING

This is what New Promise with Clove Oil does:

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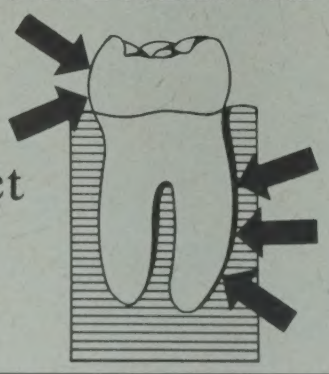


2. Freshens the mouth and prevents bad breath.

Healthier teeth and gums, fresher breath. That's a promise.

CHAITRA-BLS-369

Ask your dealer about the special Promise offer.

READERS' VOICE

Most articles raise a question, a comment or at least a criticism. Write them down and mail them to us!

ELECTRICAL HAZARDS

The article, "When A Fuse Blows" by Pragnya Ram (June 28), should be read carefully by every housewife. Electricity, which we depend on for so many things, can by carelessness be transformed into a killer. It is better to be careful than to be sorry, so I am cutting out the checklist at the end of the article and pasting it in a prominent place in my home. Thank you for helping lessen the hazards of electricity in the home.

KRISHNAVENI RATNAKAR, Hyderabad.

AIR-HOSTESSES REVOLT

The article, "Conflict in the Skies" by Subhadra Butalia (July 5), was interesting. However, it is a pity that the problems of Air India air-hostesses, which are similar to, if not worse than, those of Indian Airlines air-hostesses, were left out.

JAYSHREE LAMBA, New Delhi.

SAFETY IN THE HOME

The article, "Home Safe Home" (July 5), highlighting the various hazards and dangers in the home and measures to avert accidents and mishaps, was enlightening. However, acidents never just happen, they are caused. If each one resolves to be careful and desist from short-cut methods, especially in the home, a great many accidents could be averted.

NIRMALA SIQUEIRA, Bombay.

GIFTED CHILDREN

"Brighter than the rest" (July 5) was a thought-provoking article and has a number of concrete pointers to improving the lives of expectionally bright children. Yet the advice appears to have by and large neglected the reality of practical application. To be considered ordinary, like anyone else, and to be brought up with average children may hamper the gifted child's progress altogether. Actually, parents need to be very special too, which is not always the case. The cream of intelligent children, so to say, may not find it as embarrassing to be clever as the writer seems to think. It requires careful handling to let the brilliance shine through and this adults rarely accomplish. May I suggest a series of articles — first hand accounts by exceptionally talented people themselves, which could provide insights into the workings of their minds and enrich the awareness of all others?

DEEPTI DIWAKAR, Bangalore.

INFORMATION ABOUT V.D.

With reference to the query about V.D. among college students by reader Mani Marks, in 1960, nearly 20 million people were infected with V.D.every year and 13 per cent among them were teenagers Today, the figure for teenage involvement may be about 30 per cent. It is not possible to state an exact figure for college students for want of separate statistics for them.

In Bombay city, the Health Committee of the Maharashtra Branch of the Association for Social Health, India, is actively engaged in promoting activities to educate members of the public. Lectures, group talks, exhibitions and films are being arranged regularly for the benefit of students in colleges and high schools. These facilities are also available to employees in factories, offices, the police force, ladies' and youth clubs, associations, and groups of people in private homes. These services are offered entirely free and without obligation.

The Health Committee also runs "Information Centres". The addresses are, Association for Social Health, Maharashtra Branch, Barrack No. 4, behind 'Yeshodhan', Dinsha Watcha Road, Bombay-400 001. Tel. No 241372, and Shiv Suniti, Flat 14, 5th floor, 32/33 Union Park, Khar, Bombay-400-052. Tel. No 548708 and 547458.

M.P. VORA, Bombay.

NEXT WEEK

ISSUE OF AUGUST 16

KRAMER Vs. KRAMER

The award-winning movie, with its portrayal of the development of a post-divorce father-son relationship, threatened by a custody suit, raises questions about a very real, very painful problem. An examination of the issues involved, as the film opens in Indian theatres.

THE CUSTODY DILEMMA

Talks with divorced couples in India about their experiences and feeling viz a viz the question of who keeps the children.

PERSONAL EXPERIENCE

A divorced mother shares her anxieties and discusses how she learnt to cope with them.

THE WINNING COLLECTION

Collect your coupons for the lucky draw now, and also take advantage of a discount offer on attractive outfits.

COOKERY SPECIAL

A seafood spread.

ALSO

What is delinquency?

Plus all our regular features.

As the city bus rumbles its way during the evening rush hour, I lose myself in the sights and sounds of this magnificent "lion" city. Just then a woman bus conductor taps me on the shoulder for bus fare. She hands me the ticket and walks to the next passenger.

The moment one sets foot in Singapore, one notices women working everywhere — as shop assistants, bus drivers, waitresses, executives, newsreaders (television and radio), Police, Customs. At first one may actually get the feeling women outnumber men in population, but the ratio is almost equal. Of the country's 2.4 million population, 76 per cent are Chinese, 15 per cent Malays and 7 per cent Indians, Pakistanis and Sri Lankans

Legally, the women of Singapore have everything women can possibly ask for. They are way ahead of their sisters in India.

They can vote, have an equal right to education and employment, can enter into contracts, launch law suits, buy, sell and transfer property in their own name without having to obtain the consent of their husbands or fathers. Even regarding such matters as contraception, abortion, adoption, and sterilization, they can make their own decisions. In marriage too, they enjoy equal rights. But socially and culturally, they are bound and way behind. Equality, their legal right, is still a myth in reality.

The women of Singapore have succeeded in entering all walks of life previously considered for men only. Today women form one-third of the labour force — 33 per cent compared to the mid-1960s figure of 15 per cent which was one of the lowest in the world. But mostly women entering the labour market are employed in low-paid, semi-skilled jobs. The highest proportion of them are to be found in the lighter industries like electronics, textiles and garment manufacturing.

Women enjoy equal rights with men to educational opportunities. Although there is no discrimination in the enrolment at primary and secondary levels, the gap begins to widen at the tertiary levels. However, despite the gap, in 1975/1976, women outnumbered men in Arts/Social Sciences, Accountancy, Law, Sciences and Pharmacy, compared to 1962/1963 figures when men outnumbered women.

RIGHT: Two faces of Singapore — the traditional and the modern.

BELOW: Saleswomen at C. K. Tang, one of the major departmental stores in the city.

WOMEN IN SINGAPORE :

In the University of Singapore, 47 per cent of the students registered in the 1975/1976 academic sessions were females, compared to the 1962/1963 academic sessions when the female students comprised 26.9 per cent.

With regard to the distribution of female workers among the major occupational groups, according to 1977 statistics, the largest proportion—50 per cent — were employed in the clerical and related jobs, followed by 44 per cent in service jobs such as waitresses, cooks, cleaners, and domestic servants. This was followed by 37 per cent employed in technical related jobs, 29 per cent employed as production workers and labourers and 7.5 per cent in managerial and administrative positions.

Statistical evidence clearly shows the vast difference between the number of women employed in the semi-skilled type of jobs and women employed in managerial and administrative jobs. Women have no doubt equal educational and employment opportunities, but very few make it to the top because of sex discrimination and lack of interest to climb higher up due to cultural conditioning and social pressure. Even if women are ambitious, they cannot hope to succeed any further. They are still considered "women" and the "weaker sex."

The reason why there are so many women employed in the semi-skilled type of jobs is because of the rapid industrialization in the 1970s, which caused a labour shortage, forcing the government to turn to women. It also took this step to reduce the country's dependence on foreign workers. As one woman put it, "Women get the chance to play a role in the economy only when economic necessity force the men to call on their services."

While the government encourages women to take up low-paid semi-skilled jobs, it discourages

TRIMMINGS OF

ALTHOUGH WOMEN HAVE EQUAL EDUCATIONAL AND EMPLOYMENT OPPORTUNITIES, VERY FEW MAKE IT TO THE TOP BECAUSE OF DISCRIMINATION AND LACK OF INTEREST, THE RESULT OF CULTURAL CONDITIONING AND SOCIAL PRESSURE

Jagjit Kaur Nagpal

them from taking up more responsible positions at higher levels and in politics. Perhaps this could be one of the reasons why there are presently no women in parliament. The last woman MP was Madam Chan Choy Siong, wife of Labour Minister Ong Pang Boon, in 1970.

Legally, women enjoy equal status with men. Their rights are embodied in such specific Acts as the Woman's Charter of 1961, the Abortions Act, the Singapore Family Planning and Population Board Act, and the Legal Aid and Advice Act.

Some of the main laws protecting the status of working women are the Employment Act, the Industrial Relations Act, the Trade Disputes Act, and the Trade Unions Act. Working women are provided with health and welfare facilities. The law shows no discrimination of any kind.

Women are also actively involved in the Trade Union movement, but here too it seems they cannot climb very high. Only a few women occupy key positions.

It must be admitted, however, that the women of Singapore have become indifferent to their cause. They fail to detect the nature of their limitations because they are too preoccupied with their own little worlds. They do not seem to be concerned with either the political or social issues of their country. As far as they are concerned, they have everything. And "everything" for them constitute not their legal rights, about which most of them are hardly aware, but a car or two, a big house, and a wealthy husband. There is of course, considerable difference between the affluent and the not so affluent women, the latter being preoccupied with supporting a family of nine, ten or twelve.

In a recent article comparing ASEAN women in "Her World" magazine, the writer notes that the Singapore woman is the most "liberated." The Singapore woman, the writer further notes, "enjoys a career and personal independence by right rather than by the graciousness of her husband. She is spoilt and pampered, used to having things her way and self comes above everything else. She is perhaps the most selfish of ASEAN women, possessing neither social conscience nor the desire to devote her time to those less fortunate than her. She believes that she has been given everything she wants and does not see why she should concern herself with serious issues like the affairs of the State." Politically, she was rated as the most "ineffectual of all ASEAN women."

Betty Khoo, the editor of "Her World" magazine.

LEFT: A snack bar in C. K. Tang.

The Singapore women are inclined to accept what one expert notes as the "Anglo-American middle and upper class image," images glorifying the attractive woman, the ideal woman who is interested in art, beauty and fashion, but also at the same time is devoted to her family. The conception of what a woman should be and do is linked with the man's desire for beauty and pleasure, and his demand for relaxation after work.

The expert further notes that some admired qualities in women are lack of aggressiveness, lack of personal involvement and egotism, lack of persistence, and lack of an ambitious drive.

Betty Khoo, Editor of "Her World" magazine, feels women should get more involved politically and socially, but she adds that women too can only do so much. "In a way women are selfish and you can't blame them; it is difficult to manage a career and the house at the same time. Today's woman takes everything for granted and this is definitely a problem," said Khoo.

Today's woman, who is described as being satisfied and superficial, can in part be thankful to Mrs. Shirin Fozder, who gave the Singapore woman the rights she enjoys today—the Woman's Charter of 1961.

The Charter safeguards the rights of women in the areas of marriage and employment. It outlawed polygamy and made it a punishable offense for a non-Muslim to undergo any form of marriage without registering it. Both husband and wife have equal rights and responsibilities and equal rights to property. Grounds for divorce are the same for both. And in employment, it called for equal pay for equal work.

Muslim women, are however, bound by the laws of the Shariah Court set up in 1958 by the Muslim Ordinance, which was later replaced by Administration of Muslim Law Act, 1966. Muslim men can have more than one wife, but not more than four.

76-year-old Mrs. Shirin Fozder, Chairman of the National Bahai Women's Organization and member of the Asian Women's Welfare Association, recalls her eight-year long fight against polygamy in the 1950s before Singapore's independence.

"Before this Charter, a man could have as many wives as he wanted. This disturbed me a great deal. Something had to be done about it because there was no stability at home. If there is no stability at home how could there be any stability in the country? Women were inferior in status and were exploited and used by selfish men."

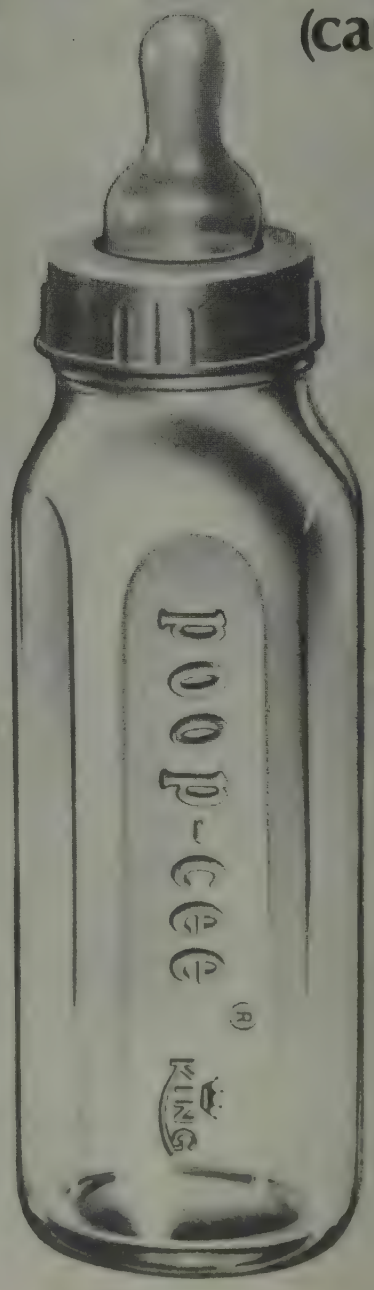
Still full of life and vigour, Mrs. Fozder, who represented the Women of Asia at the League of Nations in 1934, and more recently at the International Women's Year Conference in Mexico, formed the Singapore Women's Council in 1952 with the sole aim of liberating the women of Singapore.

"Wealthier men, both Chinese and Malays, married several wives without divorcing any of them. If they did, these women had no means of supporting themselves

Shirin Fozder, who gave the Singapore woman the rights she enjoys today — the Woman's Charter of 1961.

Producing kids is a lot more than making love

(caring for kids is a lot more than giving love)



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WOMEN IN SINGAPORE

or their children—that is, if they could keep their children. These wives also competed with one another in producing children in order to secure a larger share of their husbands' property."

Still living in Singapore, Mrs. Fozder, an Indian by birth, who gained international renown as a lecturer and orator, says, "Women are not here to compete with men but to complement them, and equality was never meant to emasculate men and masculinize women."

The whole movement, she believes, should revolve around the fact that "women are different from men and that they represent another aspect in the great scheme of national and world planning."

As she flipped through the yellowed newspaper clippings reminding her of her precious past, she added with perhaps a little regret that today's modern women, who are caught between the modern and traditional values, lack "nobility of character."

She added, "Nowadays, we have a wrong sense of values. Women say they have no time. I think they waste too much time adorning themselves. They can instead help other women, they can bring joy to others. You see, what is needed is self-sacrifice. They need a shock treatment. They don't fight because everything is given to them on a golden platter."

The basis of everything, believes Mrs. Fozder, should be religion. "Women are apathetic, they are interested mainly in their jobs, their income, and whether it can buy them all they want. They are not worried about their souls. They are too engrossed with their personal lives to be bothered about politics."

Dr. Nalla Tan, Senior Lecturer in Social Medicine and Public Health in the Faculty of Medicine at the University of Singapore, also throws up her arms in despair wondering why there are no women in parliament, why women are accepting things as they are. "Perhaps the men think that as they are doing so well without women in parliament, they do not need to bother about the absence of women MPs," says Tan.

Women like Dr. Tan and Mrs. Fozder feel there are many issues which need the women's point of view, and hence there is need for women in parliament.

Dr. Tan, well-known in Singapore for her outspoken views, feels women have taken the back seat. They are not politically conscious. "If we have equality, as they say we do, then women should form half of the labour force."

She noted that the female labour force did not increase very much from 1965 to 1973. In 1974 it actually dropped because of the recession. Looking at the 1977 statistics, she added, "It is obvious that equality in numbers employed is confined to the lower rungs of employment."

Dr. Tan added that "women have got into a rut of contentment with all the "trimmings of modernization." They are not really interested in equal opportunity. The less educated woman will not understand what we mean when we speak about equal opportunity. We should therefore get to the grassroots and educate them to realise their potential."

Dr. Tan feels that although the educational status of women has changed considerably over the years, women still lack "total participation." According to her this means participation of women in leadership and policy making positions.

She added, however, that fourteen or fifteen years ago a man could ask a woman why she wanted a promotion if she had a husband to support her. That attitude, according to Dr. Tan, has changed. But it has not.

In the same article in "Her World" magazine, one woman management consultant remarks: "I am not equipped to be number one in my firm, partly because of my commitments as a young wife and partly because I don't think I can cope with the resentment of my male colleagues. If I receive a larger increment or a promotion I know it would invite animosity from the men here."

Dr. Lena Chen, gynaecologist and President of the Zonta Club.

LEFT: Aline K. Wong, senior lecturer in the University of Singapore, and author of "Women in Modern Singapore."

BELOW: Mrs. Julie Tan, President of YWCA and one of the members who drafted the constitution of the National Council.

Although civil service female employees since 1962 have been able to get equal pay for equal work, those employed in the private sector are still earning less than men. 82 per cent of females earn an average monthly salary of $400.

Aline K. Wong, Senior Lecturer in the Department of Sociology, University of Singapore, and author of "Women in Modern Singapore", cannot understand why men lecturers and their families are entitled to the University's medical facilities whereas women lecturers and their families are not. They are, however getting together to do something about it.

Wong says she receives a lot of complaints from female graduates about employers preferring male candidates to women with the same qualifications.

She believes women do not complain enough. She is of the opinion that women's organizations, which are capable of doing something concrete instead of just raising funds, can play an active role and act as a strong force to deal with the more serious issues.

Dr. Lena Chen, gynaecologist and President of the Zonta Club, a professional wives association, agrees that the women of Singapore do not complain enough. But she added, "For the modern woman politics would not be financially fulfilling. She is only worried about keeping up with the Joneses or about finding servants and paying them $500. These professional women know nothing about what is going on outside of their own subjects."

According to Dr. Chen one of the reasons why women take the back seat is because Chinese men do not like their women to be in the limelight, and to be known as so and so's husband.

Dr. Chen, who speaks candidly, claims there are political inhibitions which prevent women's organisations from doing anything substantial other than arrange charity shows, dinners and raise funds. "Even if we as an association may be capable of doing something more concrete, we cannot," says Chen.

There are quite a few splinter women's organisations, including the Indian women's. There was no National Council of Women representing women on a wider scale until recently it was form-

Continued on page 47

A BEACH FOR ALL SEASONS

Wide stretches of surf and sand backed by palm groves, interesting hotels and stray caravans. If you look around and give yourself time you can find your own beach, say HUGH AND COLLEEN GANTZER

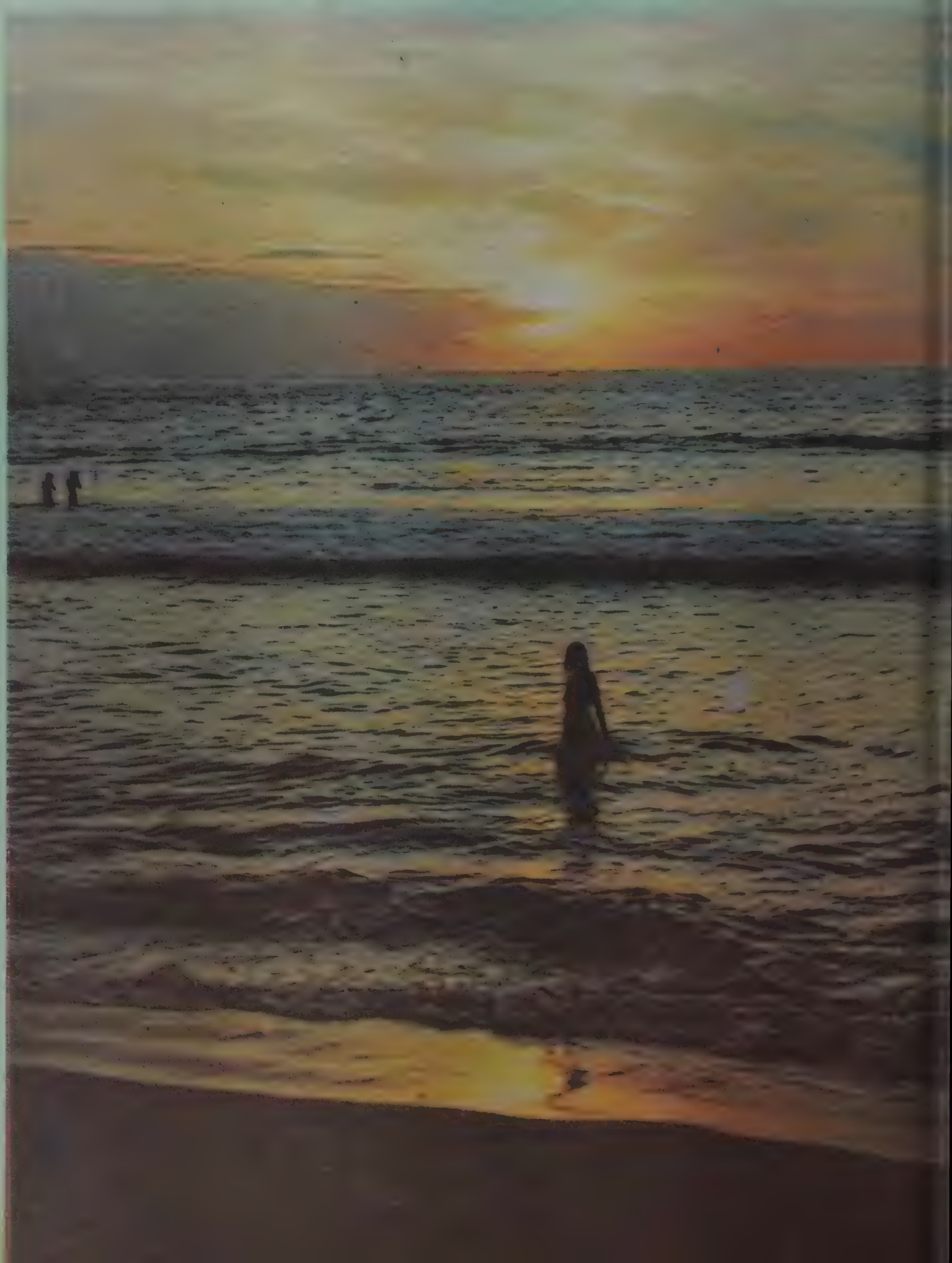
Frankly, one of the greatest rewards of returning from a holiday is to let everyone know where you've been. And if you've been on a good beach holiday, they'll know. But first you must get to know our beaches.

Beaches are like people. If you know them casually, they're all alike. But if you take your time and try to appreciate their whims and fancies, their moods, textures and feelings, you'll realise that beaches are ruggedly individual. There are lonely beaches at dawn, popular beaches at high-noon, and glamorous beaches at sunset. And if you look around, give yourself time, linger. . . if you do all this, you can find your own beach; and when you do so you'll wonder how you managed without this comforting friend for so many wasted years.

Next . . . on a special request from the editor . . . when should you go? Any time when it's not raining. Rule out May end to August for the west coast, as this is the time that the south-west monsoon progresses up the length of India. Score out October and November for the east coast because this is when it has its north-east monsoon. But then, beach resorts generally offer special discount rates during the off-season months, so if you don't need a tan, like a touch of loneliness, and don't object to walk on a rain-misted strand — if you accept all this and want to economise in these inflationary days, then you can virtually go to any beach anywhere in India at any time. Watch out for the sea in the monsoons, however; it can get rough, with unpredictable undertows and sudden changes in depths as the currents either scoop out bottom sand or pile it up.

And, just to complicate the entire issue, the majority of east coast resorts described here classify the warmest months of April to June as the lowest off-season discount period, thus giving you an even wider choice of times and places.

Incidentally, a beach resort is to a beach what a restaurant is to food. Most restaurants have dishes which they call particularly their own. Similarly, most beach resorts have a stretch of beach which they have made virtually their own. And, because the atmosphere of these "pri-



Sunset at Kovalam: The long Warm shelving strand is ideal for a low-exertion holiday.

Within whisper-distance from the sea is the palm-fringed Baga beach in Goa.

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vate" beaches are intimately linked with the resort, we have described the resort hotels for you so that you can better appreciate the beaches they influence.

And now let's get down to the beaches.

GOA is still archetypal beach country. Discovered by the hippies when "vibes" were things worth searching for, it was invaded by the "straights" and now offers wide-spectrum beach fare.

Miramar or Gaspar Dias is Panaji's beach. A broad, yellow-sand stretch, it serves the same purpose as, and looks very much like, the Madras Marina. This is more a promenade, let's-park-the-car, take-the-air sort of beach. Should act as a good, underplayed, overture to the other, and more definite, beach resorts of Goa.

Dona Paula : A quiet beach. One of the big 5-star chains intends to develop this beach, after which its character will change. For the present, however, this is the most private of Goa's better known beaches. Its particular charms are the small palm-grove hideaways built by two cousins. We visited one of these mini-resorts, Prainha . . . the Little Bay . . . and were enchanted by the large, single-room cottages built with great taste and a graceful regard for the natural contours of the land. Run by a charming young couple who are teachers, Prainha's personalised services create a very loyal clientele. Expensive but definitely worth it if you want to get the kinks out of your system.

Bogmalo : Still an exclusive beach. Closest to the airport and the naval air station, this scimitar of sand has the palm-covered rise of naval land at one end and the outward-leaning bulk of the Trade Wings-Oberoi Bogmalo Beach Resort at the other. In the curve of the scimitar is a colourful fishing village where, one Carnival, we danced the night away under the star-spangled palms. The Bogmalo is an impressive hotel with cleverly designed rooms. The inner passage-verandah is backed by a bright hibiscus and bougainvillaea covered hill; the outer balconies of each room offer a breath-taking gull's-eye view of the beach and complete straight-from-the-shower privacy. Particularly suitable for groups and conventions — you may like to combine business with pleasure — and you save on the to-and-from airport time: a major saving because of Goa's bridge-and-ferry-interrupted roads.

Fort Aguada: The oldest of Goa's 5-star hotels. Originally a lonely, fort-dominated beach, it is now much more popular than it used to be — a development obviously brought about by the Taj's rambling, landscaped, cottage-dotted, hotel. The beach is at the bottom of the cliff, a puffing walk away. Recommended if you still opt for status symbols and don't mind the distance from everywhere except the beach.

Calangute : The original hippie beach. Much like Bombay's Juhu, tends to be crowded but has a sheltering casuarina grove for picnickers. Not many hippies around now though a few of the imported and home-grown types still spread their wares on mats in a diminishing flea market. Calangute's greatest attraction is its accessibility to Panaji — regular buses, tours — and the presence of a tourist hostel run by the efficient Tourist Department.

Baga : Less crowded, more select than Calangute. A wide stretch of beach backed by palm-groves and an interesting hotel, Baia do Sol, specialising in seafood and bright with cottage-like rooms. This is the beach on which we saw a caravan, its awning spread, its trestle table set for tea with a table-cloth, napkins and china. And within whisper distance from the sea, a very genteel English couple sat down to a very traditional English high tea. The youth travellers have their caravans too. Baga's that sort of beach.

Anjuna : Sunset and contemplation. A caravan was parked in a private cove, clothes flapped on a drying line, a Viking-figure did a sirsasan on a mat, three young people communed in the dusk. We saw no Indian tourists around and our informant said few Indians liked the loneliness, but then perhaps the solitude-loving Indians had not heard of Anjuna. Recommended for the do-your-own-thing types.

Bogmalo Beach in Goa is still an exclusive area situated close to the airport and the naval air station.

Photographs : Gantzer

Vagator : Latest beach to be taken over by the straights. Pleasant and backed by inshore thickets of screw-pine. Remnants of the rear-guard of the hippie army smoke, rap (a term still favoured in Goa) and are gazed upon by the hordes of Indian tourists "eating the Goan air." We thought that a domestic tourist family was doing this quite literally: their mouths were opening and closing like gaffed fish. And then we discovered that they were suffering from severe culture shock. There, in front of them, a beautiful hippie girl sat in **padmasan** — short skirt, see-through blouse and enraptured in the gloaming.

But don't get the idea that the hippies will bother you: to the contrary. We mention them merely as we would the monuments and sights on any other tour.

But for those who prefer a more traditional setting, try.

KOVALAM : India's Place in the Sun . . . or so a very creative friend of ours dubbed it. On Kerala's beautiful palm-green coast, 13 kms. from the capital and airport of Trivandrum, this was the playground of ancient kings. Neglected after the days of kingship ended, it was re-popularised by our ubiquitous ITDC. The ITDC's cliff-climbing hotel was imaginatively designed by Charles Correa, but now seems worn at the seams, thanks to Kerala's rabble-rousing trouble makers and the bureaucratic obtuseness of its administration : **Dilli dur ast!** Other, more value-for-money, hotels serve this magnificent beach and if you can stomach the hordes of ogling onlookers who come to Kovalam just for the spectator sport, you will find this long, warm, shelving strand ideal for a low-exertion holiday.

An additional advantage is that you can catch a coach tour to Kanya Kumari — there and back the same day; see a drum-thundering, cymbal-clashing, heraldic excerpt from Kerala's stylised Kathakali dance; witness a lithe display of **Kalarippayat,** thought by some to be the grandparent of all eastern martial arts; or have a tingling, invigorating, herbal oil massage, after which they recommend a dip in the sea to cool off.

Kovalam, however, is drenched during the south-west monsoon, and if you want to avoid the clouds during these months, and still want a wide choice of beaches, Tamil Nadu is a good bet because of its beach resorts, particularly at.

MAHABALIPURAM : 60 kms. out of Madras and more than just a collection of ancient monuments.

Starting from the Shore Temple and looking up the beach towards Madras, you will encounter.

Temple Bay, run efficiently by the ITDC. Undulating, landscaped grounds, tilt-supported cottages with magnificent views of the sea, an excellent kitchen and swimming pool. Competitors might tell you that its beach has been gobbled up by erosion. This is only partially true because there's enough of it to satisfy anyone but a disgruntled hermit crab. Elegant and understated.

Beach Resort of the Tamil Nadu Tourism Development Corporation: kind to the budget. Semi-detached, split-level cottages designed by a French architect who had much to do with Auroville in Pondicherry. White sand, which will continue to be a little bare till the palm-grove grows, broad beach, quiet. Recommended for run-away weekends, unsnooty executives, service officers, families who find their own entertainment, but don't want to drop a packet in the process.

Silver Sands : Imaginative. A village of thatched cottages, lamp-glowing "caves," sand-floored public rooms, and dining under thatch on the beach. There is a potter on the premises who can cast terracotta ashtrays, vases and the sea-horse emblem of the resort. Worthwhile buys include a seahorse lungi and a Silver-sands canary-yellow top. Seafood and barbecues are particularly enjoyable with oil-lamps and foaming surf. Stimulatingly different.

TRAVEL DATA

GOA

Off season :
June to Sept.

Airport :
Yes, at Dabolim, 33 kms. from Panaji

Rail :
Yes, at Vasco da Gama, 29 kms. from Panaji

Road :
Bombay — 594 km; Bangalore — 598 km.

Capital & City :
Panaji

Beaches :

Gaspar Dias (Miramar) Beach	—	3 km from Panaji
Dona Paula Beach	—	7 km — do —
Fort Aguada Beach	—	20 km — do —
Calangute Beach	—	15 km — do —
Baga Beach	—	16 km — do —
Anjuna Beach	—	near Vagator
Vagator Beach	—	25 km — do —
Bogmalo Beach	—	31 km — do —

Accommodation :

Panaji — Tourist Hostel — Non-A/C Rs. 15 S Rs. 25 D; to Hotel Mandovi — A/C Rs. 110 S Rs. 200 D.
Dona Paula — Prainha Cottages — Rs. 100 for S or D.
Fort Aguada — Fort Aguada Beach Resort — A/C Rs. 150 S Rs. 200 D.
Calangute Beach — Concha Beach Resort — Non A/C Rs. 60 S Rs. 82 D; Tourist Resort — Non A/C Rs. 15 S Rs. 25 D
Baga — Hotel Baia Do Sol — Main Bldg. Rs. 85, Cottages Rs. 100.
Bogmalo — Oberoi Bogmalo Beach Resort — A/C Rs. 350 S Rs. 425 D.

There is also a system of Paying Guests — for details contact the Department of Tourism.

Local Transport :

Taxis, buses and Easy Riders carry pillion passengers on their motorcycles.

Coach Tours :

The Department of Tourism runs 5 coach tours from Panaji which cover various beaches and places of tourist interest, all under Rs. 10 per person.

Places of Interest :

Old Goa and Shri Mangesh Temples.

Apart from flying there, using your own car, or the Railways, you can also get to Goa by State Transport and inter-state private buses, Maharashtra Tourism Development Corporation Coach Tours from Bombay (Rs. 125 per person) in the season, or sail there on a Mogul Lines steamer plying from September to May.

For further information contact :

The Department of Tourism, Government of Goa, Daman and Diu, Alfonso de Albuquerque Road, Opp. Judicial Commissioner's Court, Panaji 400001.

KOVALAM

Off Season :
May to September

Airport :
Trivandrum — 19 km

Rail :
Trivandrum — 14 km

Road :
Trivandrum — 13 km

Accommodation :
Kovalam Ashok Beach Resort — A/C Rs. 180 S Rs. 230 D.
Hotel Belair (off beach) — A/C Rs. 110 S Rs. 130 D.
Raja Hotel (off beach) — Non-A/C Rs. 35 S Rs. 50 D.
Hotel Sun & Waves (off beach) — Non-A/C Rs. 25 S Rs. 50 D.

Excursions :
Padmanabhapuram Palace and Kanyakumari, and places in Trivandrum like Museum, Zoo, East Fort for demonstration of Kalarippayat.

Golden Sun : More traditional. Rooms are linked, haceinda-like, by creeper-covered passages, flights of outdoor, wooded, steps. There is a delightfully verdant, overgrown look about this resort which reflects the preferences of its Sri Lankan architect-interior-designer. Ideal for the slightly more affluent family.

The next beach approaching Madras, is

COVELONG, with Fisherman's Cove : Very 5-star. The Madras beach resort of the Taj group, but far more homely — and we don't mean "dull," far from it — than the Fort Aguada. Intriguing cottages on the beach named after fish although most rooms are in the double-storey main building. You pay for resort elegance and you get it with a safe, mildly surfing beach. Recommended for high-bracket honeymooners — first, second or otherwise. Comfortably far from other resorts, thus privacy is ensured.

After which we meet the beaches which are considered to be part of Madras, the most spectacular of which is

VGP Golden Beach Resort : A day-dream in a mythological film set. The self-made owners of this resort, the most accessible one to Madras, fashioned it after a visit to Disneyland with a strong Tamil film-set bias. Waterfalls flow at a switch, an outdoor stage looks crafted for a goddess's dance, a statue-embellished colonnade serves disporting heroines during song sequences, and giggling families step tentatively on the surrealistic beach in approved workday wear. Snack bars, beach umbrellas and picnic areas cater to the day trippers. Raised cottages in the casuarina groves invite week-enders. Honeymoon hideaways come equipped with all the obligatory trimmings, including floral tributes around the mirrored bed. This resort has a virtual 100 per cent occupancy year-round because it sells tinsel dreams more effectively than any of its competitors. Virtually no foreigners come here, but then it does not need them or attempt to attract them. Should be a fascinating experience if you're not a pseudo-sophisticate.

But for truly rural undeveloped simplicity we single out.

MURAD-JANJIRA : Rustic west-coast port of Maharashtra and reputed hang-out of smugglers, bootleggers and other romantic characters (216 km. from Bombay).

The town — such as it is — has a colonial, Old Goa look and the only place you can stay in is the, so-called, Holiday Camp of the Maharashtra Tourism Development Corporation — regrettably not very well developed for tourists! Take your own food and, if possible, linen and treat the whole excursion as a picnic where "roughing it out" adds to the experience. But the rather ill-maintained little cottages have the great advantage of being located in a palm-grove right on the beach: you can throw a towel around you and walk down to the beach or, better still, leave the towel in your cottage and walk down in your swim-suit. A broad, lonely, safe beach with an island fort guarding you from pirates, galleons and Sinbad the Sailor who might come swooping down from Baghdad: it has that sort of atmosphere.

And for a morning tour, drive down to the old fishing town — very Mediterranean-village-like — and take a sailing boat across to the old Siddhi Fort on an island. Ramble around the mosques, battlements, pigeon-haunted ruins and legends. Later, try and fit in a trip to the palace: the caretaker welcomes interested visitors, but he doesn't **have** to let you in. Finally, take another dip in the sea, this one at sunset: and then sleep the sleep of the just to the swish of the wind in the palms and the soft susurration of the foaming surf.

After which you will be ready to face the daily grind again — refreshed, relaxed and glowing in body and mind. Besides, your friends will **know** you've been on a holiday.

And that, as you may recall, is where we came in . . .

For further information contact :

Kerala Tourism Development Corporation Ltd.,
Elanjikal Building. Near Secretariat,
Trivandrum 695001.

MURUD-JANJIRA

Off Season :
June to September

Airport :
Bombay — 216 km

Rail :
Panvel — 165 km

Road :
Bombay — 216 km; Pune — 213 km (via Khopoli)

Accommodation :

MTDC Holiday Camp — Rs. 16 & Rs. 12 for A & B Blocks, respect., plus Re. 1 per head for elect. & water, max. 5 persons per room.

Places of interest :
Janjira Sea Fort, Palace and hilltop temple.

For further information contact :

Maharashtra Tourism Development Corporation,
Express Towers,
Nariman Point,
BOMBAY.

MAHABALIPURAM (MAMALLAPURAM)

Airport :
Madras — 50 km

Rail :
Madras — 60 km

Road :
Madras — 60 km

Accommodation :

Temple Bay Ashok Beach Resort — A/C Rs. 90 S Rs. 130 D. Cottage — A/C Rs. 110 S Rs. 150 D.

Tamil Nadu Tourism Beach Resort — Non-A/C Rs. 35 S Rs. 50 D; A/C Rs. 50 S Rs. 75 D.

Silver Sands — Non A/C Rs. 75 S Rs. 105 D; A/C Rs. 140 S Rs. 190 D.

Golden Sun — Non A/C Rs. 90 S Rs. 130 D.

COVELONG BEACH

Road :
Madras — 32 kms on road to Mahabalipuram

Accommodation :
Fisherman's Cove — A/C Rs. 150 S Rs. 200 D.

ENJAMBAKKAM BEACH

Road :
Madras — 10 kms on road to Mahabalipuram

Accommodation :
VGP Golden Beach Resort — Non-A/C Rs. 65 S Rs. 85 D; A/C Rs. 100 S Rs. 125 D.

Excursions :
Kancheepuram and Vedanthangal Bird Sanctuary, Crocodile Bank.

Places of Interest in Mahabalipuram :
Shore Temple, Bas Relief of Arjun's Penance. Rathas, etc.

Coach Tours :
Daily by India Tourism Development Corporation and Tamil Nadu Tourism Development Corporation — Madras/Mahabalipuram/Madras — Rs. 35 per person.

For further information contact :

Tamil Nadu Tourism Development Corporation,
Shivalaya Bldgs., 16 Commander-in-Chief Road, Egmore
Madras 600008.

PLEASE NOTE : All tariffs are at season rates and cover cost of room only.

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MF-21

WOMEN IN FOCUS

DR. AMIRTHA BESANT RAJ

A PSYCHOLOGICAL APPROACH

At a sales conference of a leading company held at a posh hotel in Madras, Dr. Amirtha Besant Raj had the gathering listening in rapt attention to her speech, stressing the need for human relations in sales. Her approach was purely psychological with emphasis on empathy, where gestures, feelings, facial expressions and words play an important role. Every individual she said, is a born salesman because most of the time we try to sell our ideas to the people we interact with, trying to bring them to our way of thinking.

Amirtha Besant Raj is the Director of Besant Raj Consultants, which has just completed a year. Before the Besant Rajs started their own consultancy firm, they were on the Faculty of the Administrative Staff College of India, Hyderabad of which Dr. Besant Raj later became the Director of Studies. Amirtha did her M.A. in social psychology from Benaras Hindu University, and her Masters in Education both from the U.S.A. and India, specialising in career guidance and counselling (U.S.A.) and Advanced Educational Psychology (University of Madras). She obtained her Ph.D. in Industrial Psychology from Osmania University, Hyderabad. Her doctoral research was on "Role Identity, Role Expectation and Role Conflict of Executives in Indian Industry". She has also conducted a survey for the State Planning Commission, and a study on "Comparison of Personality Traits of Orphans and Normal Children" for Madras University.

Amirtha is planning to start guidance and counselling for school children which would enable them to choose their careers depending on their aptitude. The time has come when parents no longer decide their children's careers, and the various psychological tests help children to realise what they are good at. This is best realised at the school level, when the child is about 13 or 14, says Dr. Besant Raj. In fact, she conducted these tests on her two children (who are in college now) which enabled them to decide on the subject they would take in college.

Amirtha is probably the first woman director of a consultancy, in South India, and she feels there are still some inhibitions about women in this capacity, for which our culture is perhaps responsible.

Given her brilliant academic background and valuable working experience, her drive and initiative, it will not take long for her plans to materialise.

N. Meera Raghavendra Rao

PASSING THROUGH

SARAH VINCENT

MEETING CO-RELIGIONISTS

Sarah Vincent had a good job as a business analyst with Shell in London, until she gave it up three months ago and decided to travel to different parts of the world meeting people of her faith — an unusual faith for an Englishwoman to profess, for Sarah is a member of the worldwide community of the Baha'is.

Sarah was born in London and later her family moved to Gloucestershire. She went to university in London and the U.S. An economist by profession she was working with Shell in London when she was introduced to the Baha'i faith by an Indian lawyer who worked in the same organisation.

"I was brought up in the Church of England," said Sarah, "but lapsed in my teens."

Her commitment to the Baha'i faith is genuine and total. When she came into some money left to her by her grandmother, she decided to give up her job and

travel around meeting fellow believers, this being an important part of their religion.

What really attracted her to the Baha'i faith? "Well, Christianity is liberal about women," Sarah replied, "but only upto a point — and that wasn't enough for me. The Baha'is believe that men and women are completely equal — like the two wings of a bird to which the prophet Baha'u'llah compares them. The education of boys and girls is considered to be very important — particularly that of the girl as in the future it is her influence on her children which will be important. But having said that, I must also say that the roles for men and women are seen as different though equally important. So though women are encouraged to work, because the family and upbringing of the children are considered very important duties, not many women do work after marriage."

Sarah has worked and travelled in Europe and N. Africa but this is her first visit to India and the East. Iran, the birthplace of the religion is not however on her itinerary as the Baha'is are persecuted under the present regime of the Ayatollah.

Would she resume her job when she got back? "No I don't think so. Working in a big multinational is discriminatory to women. It's nothing major or specific but you aren't really allowed to pull your weight. I would prefer to work in a smaller company where the atmosphere is more congenial. Preferably I'd like to find work in one of the countries I shall be visiting."

As a business analyst, Sarah worked on Project Evaluation — working out profitability schemes like the profitability of natural gas in the Middle East, for example. For the most part the work was somewhat dry "numbers all the time," Sarah said with a grimace. "It became interesting only when the area of work touched on problems like for example, the relationship of multi-nationals to the government, who should be developing what and so on."

Sarah plans to visit Sri Lanka, the Far East, Hongkong, Fidji and the New Hebrides before returning to England.

S.G.

"Get a head start when it comes to hair care," says Poonam Dhillon (the 'Noorie' star).

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MISTY's built-in hair conditioner is made to give you beautifully manageable hair. With just one wash, it leaves your hair with no knots... completely tangle free. One run through with your comb and you can feel the difference... soft... bouncy... glossy. Only MISTY gives you all the benefits of a hair conditioner wrapped up in a beauty shampoo.

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MISTY Shampoo also has an emollient and moisturizer to replenish the natural oils and moisture in your scalp, which in turn, makes for the kind of healthy hair that every woman would long to have.

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A. T. Jayanthi

Preeti Ganguly, that rotund girl who waddled about in those all-encompassing Rajneesh robes, is now transformed beyond recognition. The Preeti who confronts you now is trim, stream-lined and beautiful and bewitches you with her dazzling smile.

The change is really unbelievable, such amazing transformations have been thought to occur only in fairy tales.

Preeti grins and says, "In a way you could say I'm in fairy-land. I'd never relished life like I'm doing now. Previously I had such a negative approach. I had the feeling that no one loved me, nobody cared for me, and that I was fit for nothing. It was being so abnormally fat that was getting me down. When I walked on the streets I had people taunting me about my obesity. Now I realise that all that teasing wasn't anything personal aimed at me. It was just my abnormality that evoked or rather provoked laughter.

"God! I've wasted precious years of my life with that comic image. Anyway, better late than never. I'm happy that I've changed for the better, or rather for the best. I'm still young enough to get what I want from life if I'm determined."

It's common knowledge by now that it was Ranjeet Chowdry, the youngster in "Khatta Meetha" and "Khoobsurat" who sparked off in her this urge to lose weight and do something positive about it.

"Ranjeet was one of the nicest things that happened to me. It was our love for music that drew us together. Instead of spending his time freaking out with college girls of his own age, Ranjeet used to spend it with me. I was so touched by this.

"Right now we don't meet so often because I have realised that he has started depending on me rather too much. Ranjeet needs his mother now more than he does me. Another thing is that my dad objects to our relationship, and I'm now trying to make him understand that I need papa as much as I need Ranjeet's friendship.

Besides sharing his love for music, Preeti even entered his world of drugs. "It was an experience. I haven't become addicted to drugs or anything, I just wanted to know why people drugged themselves senseless. People thnk that I've suddenly lost weight because of drugs — that's absolutely ridiculous.

"There were a lot of things that contributed towards my slimming down. I went on a crash course of dieting during which I lived on nothing but fluids. I practically starved to reduce my weight. Then there were those strenuous exercises of all kinds for more than an hour a day. I used to walk for miles and miles until I nearly dropped dead. To kill the pangs of hunger I began smoking heavily. Smoking kills your appetite totally.

"I'm lucky I've been able to slim down. I can achieve my goal now. I want to play the lead roles or good, dominating roles, from now on. I know I can. So I'm going to hold out until such roles are offered to me. I'm not being egotistical, it's just my positive attitude towards life.

"I no longer have to do those comic roles that I've been doing perpetually in the past. You won't believe me, but recently I'd even begun repeating the same dialogues in movie after movie! I've now been dropped out of some films because the script demands a fat girl, but I've no regrets. Most producers are disappointed because now they'll have to hunt around for another overblown person to get stuck between doors or in a chair. To please no one am I going to take it easy and grow fat again. I'll remain slim if it's the last thing I do."

Preeti's career prospects naturally seem brighter. She's had some very good offers from Basu Chatterji, Hrishikesh Mukherjee and Shyam Benegal. Here's hoping that her new filmi career as a heroine will flourish. There's no reason why it shouldn't. She has what it takes.

Photograph : Arbind Sinha

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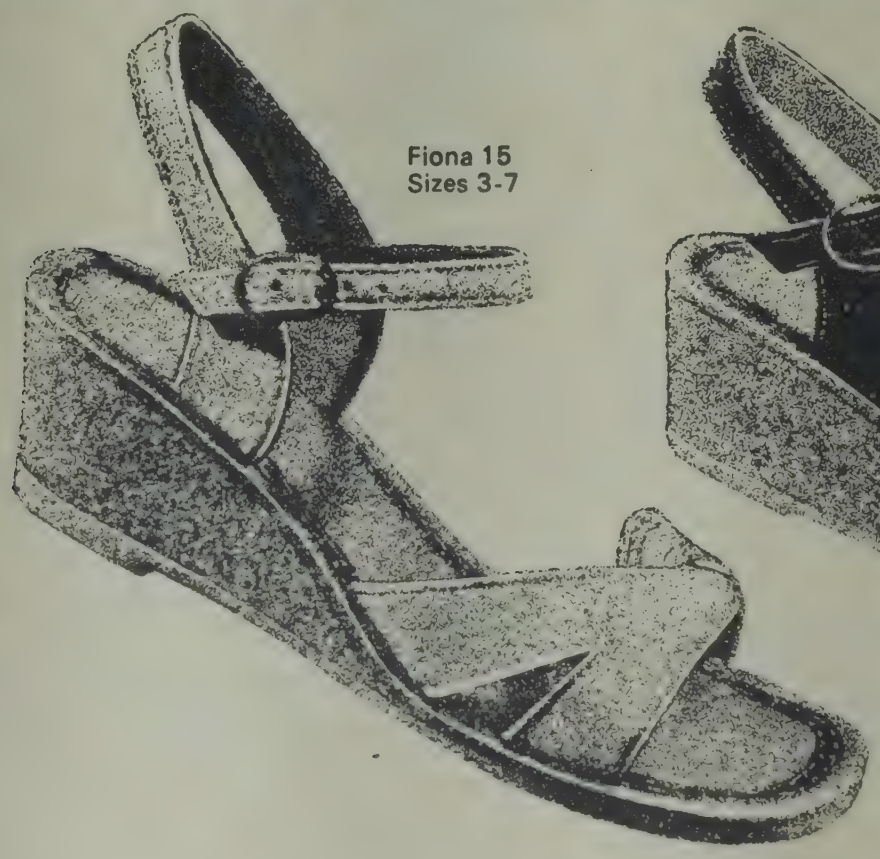


Bata

OUR CHOICES ARE RUNNING OUT

THE EFFECTS OF DEFORESTATION ARE MORE WIDE RANGING THAN WE CAN IMAGINE. IT CAN CHANGE THE WORLD'S CLIMATE, AFFECT ITS FOOD PRODUCTION AND THUS BECOME A SERIOUS CONTRAINT TO HUMAN GROWTH

One less well-known side effect of cutting down the tropical rain forest in the Silent Valley in Kerala would be to help heat up the earth — permanently. And no one quite knows what the climatic implications of that would be.

The critical factor is carbon dioxide. Trees help mop up this gas from the air: one acre of tropical rain forest removes a hundred tons of this gas each year. So wiping out 1,000 acres of Silent Valley would mean that some 250,000 tons of the gas in the atmosphere would not be recycled.

It is this build up of the gas in the atmosphere due to deforestation -- and the burning of coal — that worries climatologists. The layer of this gas allows the sun's rays to strike the earth's suface but, like the roof of a green-house, it traps the outgoing heat radiation from the earth.

As a result, some meteorologists fear, the earth will warm up, leading to such adverse climatic changes as the melting of polar ice, a five-metre rise in sea level, the inundation of coastal areas and a disruption of food production.

These dire consequences to the world climate resulting from the "greenhouse effect" are still being debated. But the World Meteorological Organization (WMO) is certain that of all human activities, the addition of carbon dioxide to the atmosphere will have the largest impact on climate.

The United Nations Environment Programme (UNEP), which works closely with WMO, has this year rightly focused world attention on this controversy. In its 1980 State of the World Environment report UNEP warns that the gas induced effects on climate "would not be detected before irreversible and undesirable climatic changes had begun" and has advised nations to devise strategies to reverse deforestation and curb the use of fossil fuels.

The carbon dioxide controversy is the result of man upsetting the delicate "carbon cycle." In nature, carbon is stored in the oceans, the atmosphere, plants, soils, rocks like limestone and fossil fuels. Any excess entering the atmosphere is normally absorbed by the two "sinks": the world's oceans and the biomass.

But the problem is that during the last century man has been releasing more of this gas into the atmosphere than can be recycled and absorbed by the sinks. This release is continuing at an accelerated rate. The main sink for the gas in the long run will be the oceans but it takes over 1000 years for the gas in the air to enter the deep ocean waters. Therefore the man made gas lingers in the atmosphere for many centuries.

As a result, the atmosphere now contains more carbon dioxide than ever before. But deforestation is not the main culprit. The most important source of the gas is the burning of coal.

It is impossible to burn coal without producing carbon dioxide. One 1,000 MW coal-fired power plant emits 16 metric tons of the gas a minute. About 140 billion tons of this gas from coal-burning and from the limestone used to make cement have entered the atmosphere in the last 125 years.

Added to this is carbon dioxide build up due to deforestation. Some 600 million hectares of tropical forests are estimated to have disappeared. The Food and Agricultural Organisation estimates an average loss of five to six million hectares a year over the past 25 years. In one decade the forested area in Nepal's hill zones decreased by 25 per cent. If the current trends continue, all accessible forests in Nepal would disappear in 15 years according to a Nepalese research group. In India 130 million tons of wood are being cut each year. A vast amount of carbon is stored in tropical forests and its release through deforestation and burning is estimated to have added 70 billion tons of carbon dioxide to the atmosphere. The U.S. biologist, George Woodwell, believes that deforestation may already rival fossil fuel burning as a source of atmospheric carbon dioxide.

Today this gas constitutes about 331 parts per million (ppm) of the atmosphere, which is 14 per cent more than the concentration in pre-industrial times. And at the current rate of fossil fuel consumption, the level will have doubled by 2020 AD leading to an increase in global temperature of 1.5 to 5 degrees centigrade. The second doubling would occur before 2100 AD, some meteorologists say, and it would produce a 5 to 6 degrees centigrade increase in warmth.

The numbers may seem small, but at the polar regions the rise in temperature would actually be several times the global average. Scientists say this could lead to the melting of polar ice, raising the sea level enough to submerge much of Florida (USA), the Netherlands, and the principal low-lying rice growing river deltas of Asia. Coastal cities would be flooded and land area could be reduced in size at a time when population pressures are calling for more land.

Before the world's oceans rise dramatically an increase in global temperature would affect global food production, says a study by the Washington based Worldwatch Institute. The rainfall pattern could shift in such a way that existing dams and drainage systems, built at a cost of billions of dollars, would become useless, and agricultural zones would be moved to higher latitudes. And marine life would suffer from a lack of nutrients because a "lid" of warm water would impede circulation that normally brings nutrients to the surface.

These extreme climatic changes are at best a prediction. As the UNEP report says, "The problem is fraught with very large scientific uncertainties." Scientists still do not know how fast the atmospheric carbon dioxide is received by plants and the oceans. They also do not know if the greenhouse warming will be cancelled by the cooling effect of other human activities. However, one fact is certain: the amount of carbon dioxide in the air is increasing. Measurements made on top of Mauna Loa, the Hawaiian volcano, and at the South Pole — sites far removed from local sources of pollution — showed a five per cent increase in 15 years.

The U.S. is by far the largest producer of carbon dioxide. But even if America were to wean itself from fossil fuels over the next two decades, global production of the gas would continue. UNEP's report says that by 2025 AD, "The largest rate of growth in production of carbon dioxide will occur in developing countries," which will then produce 30 per cent of the gas as against 12 per cent in 1974. If the entire coal reserves in the world were to be burned, the carbon dioxide concentration in the atmosphere would increase eightfold. Burning the world's shale oil supply could result in a still greater increase.

This has added a new dimension to the energy crisis. With oil prices going up and nuclear energy still suspect, many countries have increasingly turned to coal. But the ecological consequences could bring a halt to coal consumption long before the world supply had been consumed. A 1977 study by the U.S. National Academy of Sciences concluded that climatic considerations might require the phasing out of fossil fuel use "within the next 50 years."

If this is to happen, as UNEP points out, countries should give consideration to promoting alternative energy sources like solar power and biogas. UNEP also advises nations to follow the example of China and South Korea in reversing deforestation. For, while population pressures will cause deforestation to continue in many tropical countries, community forestry schemes could minimise the harmful impact.

One such village-centred scheme was launched by Gujarat State in 1973 and has turned out to be a success. By 1978, about 6,000 of the State's 17,000 kilometres of roads and canals were lined with new forest trees and each year trees are planted along another 1,500 kms. About 3,000 of the State's 18,000 villages have established woodlots, and each village has donated four acres for social forestry.

Many more schemes like this and the development of alternatives to fossil fuels are needed to face the threat to the earth's climate. UNEP has given the warning, but if nations ignore it, then climate could become the ultimate constraint on human growth.

K. S. Jayaraman

(DEPTHnews India)

IRONY OF FATE

Pramilla Bharat Singh

SHE stood in the sunlight — a slight dusty brown figure with a wet printed cotton saree clinging to her revealing small full breasts and an equally rounded hip. Water dripped from the long tressess as she shook them gently and let the sunlight filter through.

Not yet sixteen, her face showed an alien maturity: The wide eyes were deeply shadowed, the face was pale with high cheek bones, the soft full lips were drawn in a thin line as if she was in a perpetual state of tension.

Kishen Lal came out of the small cottage and looked at the girl who was his wife. He watched intently as she gently let her hair swing back along her glistening body. What strange alchemy drew him to this half woman, half girl that he could not even remonstrate her on her open animosity to their new born baby. Was it because the child was a girl? He stared hard at her, as if trying to decipher the thoughts in that bent head.

As if aware of his approach, she turned round quickly. She frowned at the bundle in his arms.

"Why don't you give her to Amma?" Lalita asked in a querulous voice.

"You know Amma was awake the whole of last night with the child crying. She is nearly 50 years old and her arthritis troubles her. In any case she is your child and you must look after her," Kishen Lal argued persuasively.

"Leave her in her jhula then." Lalita replied indifferently.

Kishen Lal suppressed his anger and walked back inside the room where his mother lay watching the scene outside with curious eyes.

"Has Bahu again refused to feed the child," she asked in a knowing voice.

"Amma", Kishen Lal pleaded as he put the little form in the jhula which hung from a beam of the low roof. "She is still very young, only sixteen, she does not understand the responsibilities of motherhood."

"And how long is it going to take her to understand motherhood? Till the child dies?" There was derision in the old woman's voice.

"Amma," exclaimed her son, a quaver of apprehension in his voice. He lowered his form on to the charpoy. "Do not say that, you know Lalita is good and kind at heart."

His mother looked broodingly at her son. Her husband had worked hard in the cement factory close by to provide a good education for his only child. He had wished Kishen Lal to become a clerk in the newly opened State Bank of India in Bilaspur, a small town some four miles from their village. Once this desire was achieved, his thoughts turned to his second wish. Kishen Lal should get married to his friend, Ramesh's daughter, Lalita. Then he had dreamed of his first grand-child. Now that the grand-child was born, he was bitterly disillusioned. Firstly, the child was a girl, secondly and what was gaining importance, the mother refused to feed the child. In fact, she refused to have anything to do with the new born baby.

"Where is Bahu?"

Both mother and son looked warily at the bent figure which had entered the door from the backyard.

As if on cue the child began to cry.

Quickly Kishen Lal picked up the infant and laid her on his mother's lap.

"Baba, she is drying her hair in the sun," Kishen Lal avoided looking directly at his father. The old man's eyes were too discerning.

"Han, and when are you going to inform her parents? The child is already ten days old," his father inquired.

"Tomorrow," replied Kishen Lal. "The bank is closed for two days. In fact, I think I should leave this evening." He looked enquiringly at his mother.

"And what will you tell them?" There was anxiety in her tone.

"Why, nothing. That Lalita and baby are well. That the delivery was normal and that we have called the pandit on fourth August when she completes her fortieth day."

It took Kishen Lal six hours to reach his wife's village. Alighting from the overcrowded bus he took the narrow path through the fields. That way he avoided the village folks who would naturally ask questions, and at the moment he wanted to think.

When he had told his mother that Lalita was good and kind, he had really believed it. For 13 months they had been close to each other. His instinct told him that his reading of his wife's character was right, an instinct developed over the years to the point where he trusted it implicitly. Yet, her behaviour since the child's birth ridiculed his belief. Lalita was harsh and cruel to the child. Why?

She had seemed quite happy during her months of pregnancy. She had once shyly asked him, "Do you suppose I will make a good mother?"

Gently he had lifted her face towards the moonlight.

"You are such a child yourself," he had said tenderly. She had never asked him again. Had he wounded her feelings that night when the question had been so vital to her? No, answered his conscience. It was something in Lalita's mind. When the dai had placed the child in her arms she had rebelled against motherhood and said, "Give the child to Amma." They had found a wet nurse to suckle the child, but no one was happy with the arrangement — Baba, Amma and he himself. They all wanted Lalita to suckle the child, but his wife proved obdurate. If they did not like the wet nurse, she said, they could feed the child on cow's milk.

"Ram Ram, Kishen Lal," a male voice interrupted his thoughts.

"Ram Ram," he replied automatically. With a start he realized he had entered the street of the village from the brick kiln site. His father-inlaw's house was only fifty yards away.

Self-consciously he pulled a comb through his thick hair and dusted his white dhoti with lean brown hands. Tall and slim, with deep set eyes and a broad intelligent face, he surveyed the scene before making his presence known.

Both his in-laws were sitting on mudahs under a neem tree. Three children, all girls, aged ten, seven and four played close by. It was Tulsi, the youngest of the three, who spotted him first.

"Baba, Baba, look who is standing behind you," she cried excitedly.

"Come in son," Ramesh invited his son-in-law and offered him the mudah his wife had hastily vacated. "Bring a glass of milk," he ordered his wife.

Later that night, under a clear moonless sky, Kishen Lal lay tired but relaxed. The ordeal was over. It had all been simple. No one had asked awkward questions. Everyone was glad that Lalita and her baby girl were well.

The next day dawned with an overcast sky. Would it rain? He had to leave later in the evening. After a meal of dal and rice he retired under the neem tree. It was very quiet and still. Kishen Lal glanced at his watch. Only eleven o'clock. He saw his mother-in-law come out into the courtyard. He got up respectfully as she pulled up a mudah near him. She offered him pan which Kishen Lal refused.

"So how is my daughter?" Lalita's mother asked.

Instantly Kishen Lal became wary.

"She is well, Maji, and so is the child," he answered briefly.

"Han, and is she breast feeding the baby?" The question in-

timidated him because the truth would be so embarrassing.

"Yes," lied Kishen Lal. There was no outward manifestation of the apprehension within him. "But why do you ask?"

"Nothing, but in the light of my experience I just wondered . . ." Deliberately Maji let her voice trail away.

Kishen Lal caught at the bait.

"What do you mean? She has not been married before." Sweat glistened on his chin as he looked intently at his mother-in-law.

"Of course not, I only thought that in the circumstances she would have told you." Maji's words hung onimously in the air.

"I think you should tell me," Kishen Lal replied firmly.

"Actually beta, I wanted to tell you before your marriage, but my husband prevented me. He said that Lalita would outgrow her fear, but I know better and I know you are lying to me. Lalita can never be a normal mother."

"But why?" His question sounded on the edge of hysteria.

"What kind of mother could she be? I'm sure she does not feed or look after her child."

"How did you know?" whispered Kishen Lal, amazed.

"Your barber's wife told ours and I came to know two days after the child's birth."

Kishan Lal's breathing was audible. "Do you know the reason? Please tell me."

"Lalita was five years old. I had a son then who was eight months old. I had asked Lalita to look after the child. But the fool started lighting a fire with some dry sticks in the courtyard. Somehow my sons's clothes caught fire and he died that night. I never had a son again and Lalita did not look after any of her sisters." Pain, bitterness and recrimination filled her voice.

"Did you ask her to?" Kishan Lal spoke in an excited voice. He had to know.

Maji objected, "Do not ask silly questions. Do you suppose I would trust her again?"

Kishen Lal felt a wave of anger rush through him. The revelation explained so much.

Angrily he turned on Maji. "Do you know what you have done to her? You have not only robbed her of childhood but her girlhood, womanhood and now her motherhood, too. How could you expect a child of five to look after a baby? At that age a child knows no fear. How would it know that fire can cause death? It was your negligence. You should have kept an eye on both the children. Or at least later you should have made her overcome her fear by placing trust and responsibility on her shoulders. Instead you instilled into the child fear and destroyed her self-confidence. No wonder she has rejected motherhood. Maji, may God forgive you because I never can," Kishan Lal walked out of the courtyard.

How many miles had he traversed? How many hours since he had left the courtyard? Wearily he retraced his footsteps. The sun was setting, he had to leave for his village by the last bus. He had still to bid farewell to his in-laws. They would wonder where he had gone. If only he could go without meeting them, but then custom could not be broken. He had to go through with it. He quickened his footsteps. The sooner he left the better.

HIS INSTINCT TOLD HIM THAT HIS READING OF HIS WIFE'S CHARACTER WAS RIGHT, YET HER BEHAVIOUR SINCE THE CHILD'S BIRTH BELIED HIS BELIEF. LALITA WAS HARSH AND CRUEL TO THE CHILD. WHY?

As he neared the kiln he heard people shouting; smoke was rising in thick clouds. Drawing up his dhoti he ran towards his father-in-law's house. It was on fire.

"What has happened?" he asked as he pushed through the crowd.

"We do not know, a fire started inside the house. It has been put out, but someone has been killed," a man informed him.

Kishen Lal rushed into the courtyard. His mother-in-law lay on a charpoy badly burnt; the girls were crying around her.

He lifted up Tulsi. "Where is Baba?"

"He has gone to fetch a doctor," someone told him loudly.

Kishen Lal approached the bed silently. He knew Maji was drying. She was burnt badly, only her eyes seemed alive. They looked at him.

"Look after Tulsi," she whispered with an effort and then the head fell limply to one side.

Some one put a white sheet over the dead form. The girls' cries rent the air. It became a night of mourning.

Three days later Kishan Lal entered his cottage by the back door. He saw Lalita sitting on the verandah. Her face in repose looked sad and pensive. The news of her mother's death had already reached her.

"Lalita," he whispered. He wondered where his parents were. He hoped no one would disturb them.

A sad smile lit her face. As she scanned his face, tears gathered in her eyes. "How are they at home?" she asked in a low trembling voice.

"Your uncle and aunty are with Baba and are looking after the house now," he replied as he sat as near her as his respect for her feelings allowed him.

"Did Maji feel any pain?" Lalita asked.

"No, she died almost immediately. But Lalita, she made me give her a promise before dying."

"What?" Lalita asked turning grave eyes towards her husband.

Kishen Lal put a gentle arm round her thin shoulders. "She said, tell Lalita to look after Tulsi for me."

At that moment it seemed as if the world stood still. They looked deeply into each others eyes.

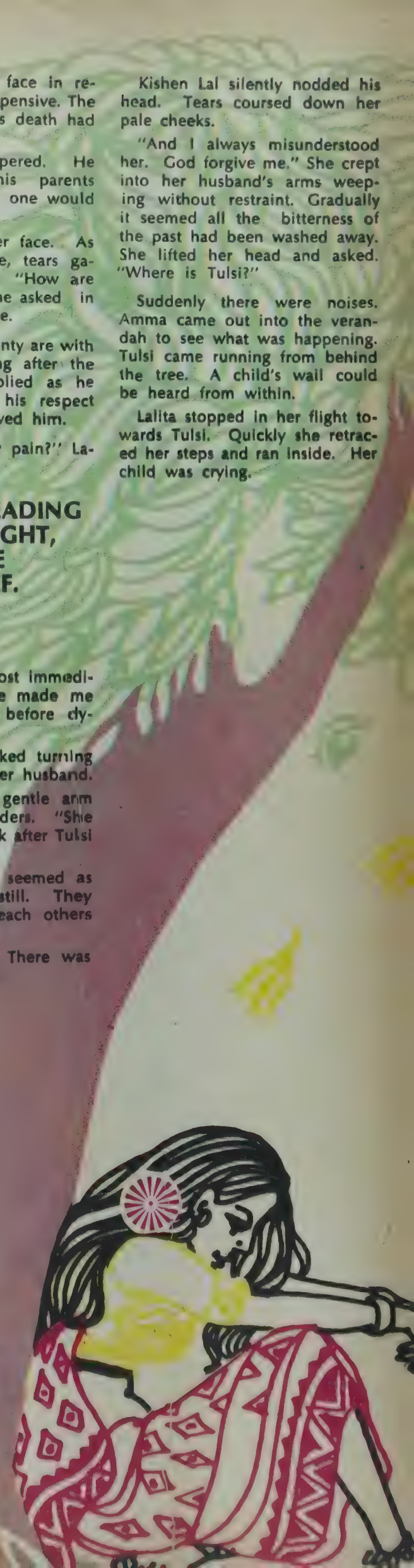
"She said that?" There was wonder in her voice.

Kishen Lal silently nodded his head. Tears coursed down her pale cheeks.

"And I always misunderstood her. God forgive me." She crept into her husband's arms weeping without restraint. Gradually it seemed all the bitterness of the past had been washed away. She lifted her head and asked. "Where is Tulsi?"

Suddenly there were noises. Amma came out into the verandah to see what was happening. Tulsi came running from behind the tree. A child's wail could be heard from within.

Lalita stopped in her flight towards Tulsi. Quickly she retraced her steps and ran inside. Her child was crying.



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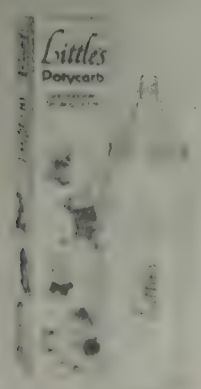

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HUMAN INTEREST STORY

Facing a physical affliction with courage and making the best of life in spite of it is not the easiest thing in the world. True accounts of heroism in real life.

THE BEAUTY WITHIN

Mayah Balse

(From a true life story by Sushila Sadhwani)

When Madhuri was born, her mother wept. Not because she was a female child, but in despair at the girl's deformity of limb and skull. The time was inauspicious too, just in the wake of the solar eclipse. But in spite of the baby's crooked legs and elongated head, she felt a maternal tenderness for it. She lifted it up and hugged it, beseeching God to give the frail girl the strength to survive in a ruthless world, which would make her all too conscious of her handicap as the years passed.

When the child opened its eyes, she got another shock. The girl was squint-eyed. As Madhuri grew, it became apparent that the synchronisation of her body movements was faulty. She walked late and with a peculiar shuffling gait. She had to seek the support of walls and furniture to move even a little distance.

When she was five years old, somebody suggested that Madhuri be admitted to school. But her mother was wary. She did not want to expose the child to the curious, sniggering glances of a hostile world, which regards with disdain any abnormal individual. Children in particular are very outspoken. In the uninhibited atmosphere of a school, Madhuri would be hurt. But she could not be kept at home indefinitely, because this too would be bad psychologically for the growing girl. She would feel somehow slighted and neglected. When Madhuri saw children going past her house, chattering and laughing. her eyes followed them with longing. Often, she stretched out her hands towards them. But they did not know her and so went their way with just a glance.

At home, Madhuri tried to attract the attention of grown-ups by reciting poems in a quaint lisping accent. They had been taught to her by her mother. But she was too involved with the task of running a household and seeing to everyone's needs and could spare little time for her unfortunate daughter. She realised a formal education would give Madhuri much more than she could offer at home.

So she took Madhuri along one day and admitted her in a local school. On her first day there, the teacher took Madhuri by the hand and took her to the other children in the class.

"Be friends with her," she said, "because she needs friends." But they only stared at her. Some turned away, a few malicious ones teased her about her appearance and pushed her. Madhuri's eyes filled with tears. She had told her mother she would not cry on her first day at school, but now the tears came and trickled down her cheeks. The cruelty of the children seemed harsher after the gentleness at home.

In spite of indifference and outright hostility, Madhuri stuck it out. She was slow in learning. Two years later, she was only in the first standard. She was taller and bigger than the other children, but alas, not as sharp. Children younger than her in years bullied and insulted her. Unable to retort, she bore the affronts patiently, with gentleness and fortitude.

Her gait was still shuffling and awkward. She could not walk without supporting herself by means of benches and walls. During the sports hour, she sat and watched her companions romp and frisk with a longing that brought tears to her eyes. At home she asked her mother, "Mama, why am I not like the others?" Her mother kissed her and said, "I like you the way you are, darling. I love you in spite of everything." It was

Continued on Page 31

Night Shift

o Vacha

UR NIFTY LITTLE NIGHTIES IN COOL,
EAM COLOURED CAMBRIC.

m Left to Right:

ty neckline, detail with lace and ribbon
d through. Tucks in front add to loose-
s and comfort. Reflect details at the
kets.

art and simple with an unusual play
olours. Try pink and yellow with a touch
ght blue!

lace fabric now available with a touch
rint also. Choose one with an interesting
der to accentuate a hemline. Raglan
ves and square yoke add to
ping comfort.

ntshirt at its best! Contrast bands of
y pink on sunny yellow. Three-quarter
ves are cozy for rainy nights.

Indana Whole Milk Powder

So pure, so handy, you can make what you like of it

Drink it, chill it, eat it, set it, mix it, cook it

What do you do, if in your area fresh wholesome milk is not easily available? This could hamper your creativity in the kitchen and the children may have to do without their favourite treats.

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Indana
WHOLE MILK POWDER
Plenty to be pleased about

DBM 4325

HUMAN INTEREST STORY

Continued from Page 27

really no answer at all, but Madhuri was comforted although she knew she would never change, or progress to become like the children she envied.

One day when she was a bit older, she had an unfortunate experience in the drawing class. Each child had to go up to the teacher and draw something on the board. The other students ran up, executed the task and raced back. When the teacher called Madhuri's name, she stood up slowly and began her ponderous walk. It took sometime for the child to go up to the blackboard and the teacher waited patiently. When she had drawn the required sketch and was going back, the teacher, apparently a new recruit, asked her, "Madhuri can't you walk faster?" She was unaware of her disability and gave her a little push to hasten her on her way.

But the slight push was enough to make Madhuri lose her balance. She pitched to the ground. Alarmed, the teacher tried to lift her to her feet but was unequal to it. Flustered, she called a school peon to come to her aid. He was able to lift Madhuri and put her on her bench without realising that she had swooned. Just then the bell rang, signalling the end of the school day. Noisily the students dispersed. The teacher collected her books and left briskly too. The peon closed up the class room.

When Madhuri's ayah came to fetch her home, the child was nowhere in sight. She normally waited for the servant at the gate. The woman searched the grounds, then made a few inquiries. The class-room was opened up and there they found the child, lying on the ground at the foot of her bench. She was revived and the school authorities informed Madhuri's parents. Her mother rushed to the school, hugged her, and asked the child, "How are you darling? What happened?"

"Nothing happened, Mama," the girl lisped. "I am all right." Her mother touched her forehead. It was burning hot.

They took her home and put her to bed. The doctor was called, but in spite of medication the fever climbed even higher touching 103-104. Madhuri grew weaker and weaker. Yet, whenever the doctor came to see her, she smiled at him.

"How are you?" he would ask.

"I am all right," she would always reply.

Once when he came. she was in great pain, moaning and turning from side to side to find a spot that would make her head ache less. Yet when he asked the familiar question, she smiled through her pain and said softly, "I'm all right."

When the fever finally left her, Madhuri was a shadow of her former self. She had suffered physically, yet not defeated in spirit. When her mother put her toys around her to make the convalescence less tiresome, she asked her, "Mama, can't I play with my friends now that I'm all right?" Her mother smiled and touched her soft hair and ran her fingers down the thin cheeks. She did not want to stifle the enthusiasm in those black eyes. "Yes, of course," she said smiling. "I will call them here."

The room was soon echoing to the sound of little voices of the neighbouring children. Their laughter filled the air and Madhuri would sometimes sit up and play, sometimes lie down exhausted, but she would be smiling all the time. One day her mother came into the room and didn't find her on the bed. She was alarmed. Then she heard a soft. stifled sob coming from the veranda. Going there quickly, she saw Madhuri sitting on the floor and wiping her eyes.

"What happened, darling?" she asked, gathering Madhuri in her arms.

"Am I so ugly, mother?" she asked.

"No darling," replied her mother. "You are beautiful."

"Then why did they call me ugly? They kicked my toys and said they did not want to play with me." Her mother held her close, stifling her violent sobs. Then she said slowly, not sure whether Madhuri would understand, "There's an inner beauty in you darling that they do not see. It is this which is important. When you are kind and smiling and do not hurt anyone, then you are the most beautiful person in the world."

She did not know if Madhuri understood. but the child smiled and said, "I will always be kind and smile, Mama. I promise." Her face shone with radiance when she said these words.

One evening a few days later, the family was sitting round chatting, when Madhuri's father asked his wife for a glass of water. Madhuri was sitting on her mama's lap. Somehow she did not want her mother to leave her. She put her arms round her mother's neck and implored her to keep sitting. It was a strange request and made Madhuri's father impatient. He thought the child was being stubborn. He felt his wife had been indulging Madhuri too much of late.

"Put her down and go," he told his wife. "She is being needlessly stubborn."

Her mother lifted Madhuri from her lap and put her on the bed. But as she rose to go, Madhuri reached out and caught the loose end of her saree. As she was detaching herself from the child's grasp, the girl plummeted headlong to the floor. It all happened in a second. Again she lost consciousness.

Her father, suddenly contrite, lifted her and put her on the bed. Spasms were racking her body. Her forehead was hot. All night Madhuri lay unconscious. Next afteroon they took her in an ambulance to the J.J. Hospital and had her admitted in the Intensive Care Unit.

Her mother was plagued by a sense of guilt. "I should not have got up from the bed so suddenly," she thought. "Then this would never have happened. My child wanted me and I repulsed her."

As she sat beside her unconscious child, she cried. Wordlessly her husband pressed her hand. The child was coming out of her coma. "She must not see you like this," he murmured.

She wiped her eyes and smiled so that when her daughter opened her eyes, she could set her fears at rest. Show her a smiling face.

The consciousness however proved only a brief respite. A ray of hope that shimmered and was dimmed again. The child moved her lips, looked at them, but could not speak. They were hustled out. The child was weak and needed rest. The doctors would do their best.

When they saw her next, she looked at them with unseeing eyes. "Doesn't she recognise us?" her mother asked the doctor, alarmed. Madhuri heard her mother's voice and smiled. It was the only indication she gave of recognition. The doctor said softly, "She's lost her eyesight, I'm afraid."

Tears flowed down her mother's cheeks. She let them fall unchecked, knowing the child could not see her misery. She took her daughter's frail hand in her own.

"How are you darling?" she asked, not really expecting any reply, because she had not spoken that first day.

"I'm all right mama," Madhuri whispered softly. "When can I come home?"

Madhuri never walked home. She had lost the power of her limbs. She was a breathing statue, living in an isolated dark world. The only words she spoke were to the members of her family who asked her how she was.

"I'm all right," she would reply with a faint smile which few could interpret. Only her mother understood it as the sign of the inner beauty she had once spoken about.

'Is there any hope for Madhuri doctor?" she asked, away from the child's hearing, in the bright, antiseptic corridor outside her room. "Will she ever move?"

"None at all I'm afraid," said the medical man truthfully. "All her nerves are damaged, some partially, others completely."

She lived in this state for six years, always with a smile on her lips for visitors, a kind word to them.

At the age of fourteen she developed a raging fever. This time her mother knew the last stage had come. She sent for some tulsi leaves and Ganges water. She anointed Madhuri with the leaves dipped in water, then she put some into the child's mouth. "How are you, my darling?" she asked her daughter. "Any pain?"

"No, Mama," said Madhuri softly. "I am all right."

Then she gave her brightest smile and breathed her last.

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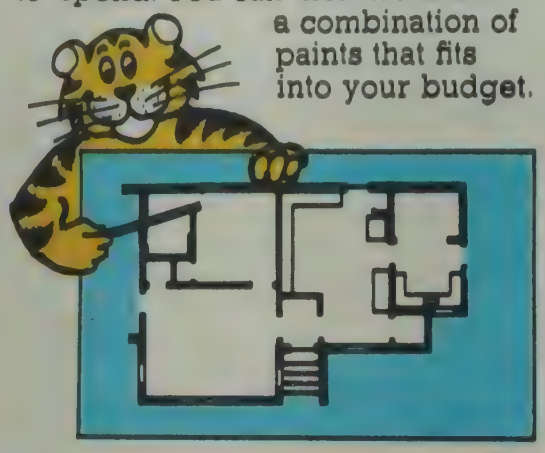

But remember while choosing the type of paint you require, do not compromise in order to economise. Always use quality paints. **Nerolac Paints** have a range of quality paints to suit every surface.

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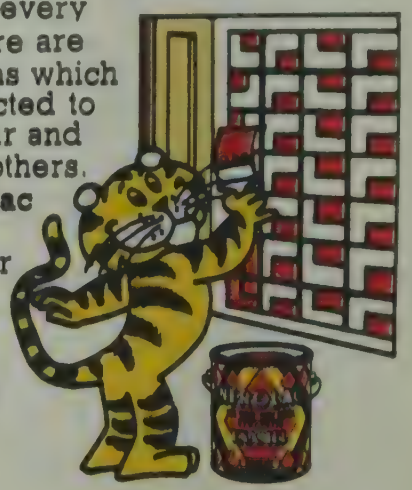

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BEANS

Premila Lal

SABAT MAAN

250 grams whole black beans
1 tbsp. red beans (rajma)
1½ inch piece ginger, finely cut
1 large onion, sliced
1 small pod garlic, sliced
2 tomatoes, chopped
2 dried red chillis
3 green chillis
1 litre water
2 tbsps. ghee or oil
1 tbsp. thick curd, cream or white butter
Salt to taste
½ tsp. garam masala

Clean and wash the beans well and put in the cooker with half sliced onion, garlic, half the ginger, tomatoes, red chillis and the water. Season with salt and bring to full pressure.

Beans — dried, canned or green — are nutritious and delicious — an excellent source of proteins. The most commonly used are the baked beans, but most of us are unaware of the enormous variety of other beans available, that can be used in our daily cooking.

Dried beans range from the brown and black eyed ones, large and tender butter beans to haricot, kidney and lima beans. They are rich in protein, economical and a good substitute for meat. Excellent in casseroles. Dried beans need to be soaked overnight before cooking. If using straight, then be more generous with the cooking time.

Canned beans often come handy when unexpected guests drop in and you feel too tired to cook a complete meal. They do not need soaking and can be transformed into a variety of tasty preparations.

Green beans are a good source of vitamins, delicious as a vegetable and in salads as well.

Photograph : Taiyeb Badshah

Cook for thirty minutes and allow pressure to drop naturally. Uncover and simmer, stirring with a wooden spoon to mash the beans.

Meanwhile, heat fat in a small pan and saute the remaining ginger, onions and green chillis. Stir in the garam masala and fry for sometime. Remove and stir into the beans. Mix well. Stir in curds or cream before serving.

CHEESE WITH FRENCH BEANS

125 grams cheese
3 tbsps. breadcrumbs
Butter as required
2 cups French beans, cooked
¼ cup vegetable broth
Salt and black pepper

Butter a small casserole and arrange a layer of the French beans at the bottom. Crumble the cheese and sprinkle some over the beans. Sprinkle salt and pepper. Repeat the layers. The top layer should be of beans. Pour the vegetable stock over the beans, add a thick layer of breadcrumbs and another sprinkle of black pepper Dot with plenty of butter and brown in a moderate oven.

GAVAR BEANS

250 grams meat or prawns
250 grams dessicated coconut
1 bay leaf
Salt to taste
2 onions, chopped
500 grams gavar beans
3 chillis
Fat for frying

Mix the coconut with six or seven teacups of water. Squash well and sieve. Dice the meat. Fry the onions a light brown, add the rest of the seasoning and the meat or prawns and fry. Add the beans and the coconut milk. Bring to the boil and cook for a few minutes.

LIMA BEANS WITH SLICED PORK

½ kg fresh lima beans, shelled
1 cup bamboo shoots, sliced
1 cup pork meat, finely sliced
1 small tin mushrooms
2½ tsps. cornflour
3 tbsps. oil
½ tsp. sugar
¼ tsp. monosodium glutamate
5 cups broth
Salt to taste

Sprinkle one teaspoon of cornflour and quarter teaspoon salt over the sliced meat. Heat the oil and lightly fry the meat. Drain and keep aside. Heat the broth and add the beans, bamboo shoots and mushrooms. Bring to boil. Add sugar, monosodium glutamate and salt to the fried meat, and add to broth. Blend the remaining cornflour with two and a half tablespoons water and add to the mixture. Serve with rice or noodles.

VAL BEANS WITH DAHI

2 tbsps. butter or margarine
1 medium sized onion, grated
125 grams mushrooms, sliced
1 tbsp. all-purpose flour
2 green chillis, finely chopped
½ cup curds
500 grams frozen val beans
½ tsp. salt

Melt the butter or margarine in a skillet. Saute onion and mushrooms. Blend in flour. Add curds. Then heat to simmer. Cook green beans. Add salt. Do not overcook. Add the cooked beans to saute and continue to simmer for ten minutes.

Sauce may be prepared in advance. All you need to do is cook beans, place in sauce, and reheat. Or, make the sauce, cook beans, place in a greased casserole, and bake for thirty to forty minutes.

BOSTON BAKED BEANS

½ kg black eye beans
1 large onion, chopped
1½ tsp. dry mustard
5 tbsps. tomato sauce
2 tbsps. molasses or jaggery
1 tsp. salt
2 cups water
1½ tsps. Worcestershire sauce
½ tsp. chilli powder
¼ tsp. black pepper
2 tbsps. oil
1 tbsp. parsley, chopped

Clean and wash the beans. Soak overnight in enough water. Drain. Heat the oil in a heavy bottomed pan or pressure cooker and fry the onions till transparent, put in the beans and remaining ingredients. Cook till tender adding more water if necessary. If using a pressure cooker, cook for about twenty minutes only.

MARROW STUFFED WITH BEANS

1 marrow
175 grams haricot beans
1 large onion, chopped
1 tomato, chopped
2-3 tbsps. breadcrumbs
1 tbsps. coriander, chopped
30 grams margarine or butter
½ tsp. cummin seeds
1 tbsp. cheese, grated
Salt and pepper
1 egg, beaten
A little milk
¼ litre water

Peel the marrow carefully and halve it lengthwise. Scoop out the pith and seeds Soak beans in hot water for a few hours or in cold water overnight. Cook with two cups water and a little salt. Cook for fifteen minutes. Saute the onion, tomato and chilli in the butter and add the beans and the remaining ingredients. Check seasoning. Fill the narrow with the stuffing and press the halves together. Wrap in a greaseproof paper and tie. Put on a rack inside a pan. Add quarter litre water. Cook for ten to twenty minutes. Coat marrow with cheese sauce before serving.

GLOSSARY

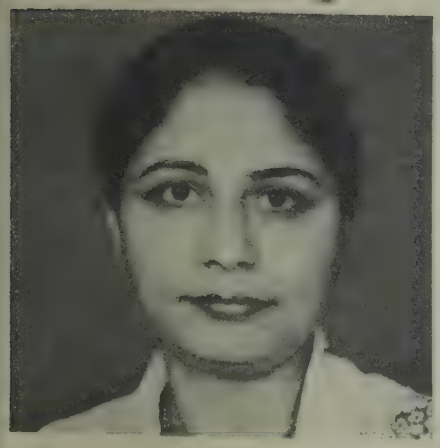
Rajma — Red beans
Sem — Broad beans
Chauli ki phali — Amaranth beans
Udad — Black beans
Val — Field beans
Pharas — French beans beans
Chauli — Dry beans black, and brown eye
Dried French beans — Haricot beans
Dried large flat white beans — Butter beans
Lal Chauli — Lobhia
Light green beans — Lima beans

ANNOUNCING MORE GIFTS FOR OUR COOKERY WINNERS

Prize winners of our Weekly Contest will receive, in addition to the usual Rs. 50.00 cash prize:

1) A 9-cup Storefresh container from TRUPTI INDUSTRIES, Bombay, 2) A Gift Hamper from CORN PRODUCTS containing Brown and Polson Custard Powder, Rex Jelly, Rex Baking Powder and Davis Gelatine, 3) A Utility Dish and a 2-cup Carafe from BOROSIL GLASS WORKS LIMITED, Bombay, and 4) A Postman Cook Book from AHMED MILLS, Bombay.

RECIPES FROM OUR READERS



Miss Nargish Engineer, Bombay.

LUNCHEON MEAT AKOORI

1 packet luncheon meat
4 eggs, beaten
3 medium size onions
3 big tomatoes
1 bunch coriander leaves
½ tsp. ginger-garlic paste
½ tsp. green masalas, ground
1 tsp. red chilli powder
1 tsp. sambhar powder
1 tsp. coriander-cummin powder
½ tsp. turmeric powder
2 tbsps. ghee
Salt to taste

Cut the onions very fine and fry till they are light brown. Add garlic and ginger paste with green masala paste. Fry with onions for a while and add all the powdered masalas. Keep on frying on a slow fire till ghee floats on to the top. Add tomatoes cut into small pieces to the fried masala. Keep stirring till tomatoes are cooked. Add water if required. Remove and add meat. Let it cook for two to three minutes. Add the beaten eggs and keep stirring till the whole mixture thickens. Put salt according to taste.

Mrs. Hira Mehta, Bombay.

MIXED RICE

2½ cups rice
1 capsicum
2 small onions
2 small potatoes
2 eggs
10-15 prawns (optional)
100 grams peas
1½ tsp. chilli powder
½ tsp. turmeric powder
1 tsp. coriander and cummin seeds, powdered
Salt to taste
Oil

Cook the rice with salt, quarter teaspoon chilli powder, half teaspoon coriander and cummin seed powder, half teaspoon turmeric powder and peas. Cook the prawns in two tablespoons of oil with quarter teaspoon chilli powder and salt. Slice the onions into rings. Add the remaining chilli powder and a little salt and keep aside for ten minutes. Slice the capsicum into rings. Keep aside. Cube the potatoes. Heat oil in a frying pan. Scramble the eggs, remove and keep aside. Saute the onions, and capsicum rings in a little oil. Fry potatoes crisp brown and keep aside.

When rice is done, transfer into a dish. Mix onions, capsicum, potatoes prawns and eggs into the rice.

Serve with dal.

WEEKLY WINNER

SWAPNA DUTTA, Bombay.

Mrs. Dutta wins Rs. 50 for this week's best recipe plus a 9 cup Storefresh container from Trupti Industries, a gift hamper from Corn Products, a Utility dish and 2-cup Carafe from Borosil Glass Works Limited and a cook book from Ahmed Mills, Bombay.

EGG BOMB

6 eggs
¼ kg prawns
2 medium size onions
1 tsp. turmeric powder
1 tsp. coriander powder
½ tsp. red chilli powder
1 tsp. cummin seeds
A few cinnamon sticks
A few cardamoms
100 grams gram flour
A few raisins
Salt to taste
A pinch soda bicarb
Ghee for frying

Boil and shell the eggs. Keep them aside. Clean the prawns. Fry them and keep aside. Chop the onions finely. Heat oil in a frying pan. Add the cummin seeds. Now add the finely chopped onions and fry them till light brown. Mix turmeric, coriander powder and red chilli powder in a bowl with little water and add to the fried onions. Fry this masala for about ten minutes sprinkling water at intervals. Add the fried prawns and cook well. Grind to a paste the cinnamon and cardamom and add to the cooked prawns. Let the curry simmer till dry. Add raisins and keep aside.

Slit one side of the eggs and remove the yolks carefully to avoid spoiling the shape of the whole egg. Now stuff each egg with the dry prawn curry and keep aside. Make a thick batter of gram flour and yolk. Add a pinch of soda bicarb and salt. Heat sufficient oil in a frying pan. Dip each egg in the batter and fry them till golden brown.

Mrs. Shobha Pai, Bangalore.

EGG-POTATO SPICY OMELETTE

4 eggs
1 onion
3 green chillis
½ capsicum
1 small bunch coriander leaves
1 potato
1 tbsp. milk
1 tbsp. cheese, grated
Ghee
Salt to taste

Boil and mash the potato and keep aside. Chop the green chillis, onion and capsicum. Fry them in ghee until light brown. Add these fried spices, along with the mashed potato, grated cheese, salt and coriander leaves (minced) to the beaten eggs. Mix well. Heat a tava, put a little ghee and spread the mixture evenly and fry on both sides. Serve hot.

COOKERY CONTESTANTS!

Revised Contest Rules

1. Each recipe must be accompanied by this coupon.

2. The author of each selected entry will be informed in advance and requested to send a passport size photograph of herself to be published along with her recipe.

3. The recipe must be original and not copied from a cookery book, a magazine of any other published material The prize-winner shall have to sign a declaration to that effect before the announcement is made and the prize awarded.

Address your entries to the Cookery Editor, EVE'S WEEKLY, Bombay Samachar Marg, Bombay—400 023.

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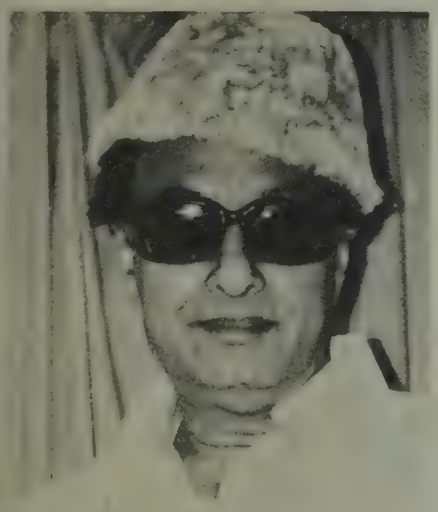
PEOPLE KNOWN AND

It seems like God does not belong to everyone but has to be demarcated according to State and caste. **Mr. Justice E. S. Venkatramiah** of the Supreme Court gave a Solomon-like verdict recently that two elephants, one with a "Y" shaped namam **(tilak)** and the other with a "U" shaped namam would lead the procession during the Brahmotsavam festival celebrated at the Devaraja Swami temple in Kancheepuram. The two groups, Vadagalai and Thengalai, who belong to the Vaishnavite sect, have been fighting for the past 150 years in court as to whose mark should adorn the forehead of the temple elephant. So far, the judge has passed only an interim order and time alone will tell who has the final say, in another 100 years or so! Meanwhile, Tamil



Nadu chief minister **M. G. Ramachandran** (who is a Malayali by birth) put his foot into it when he publicly said that the famous temple at Tirupati was Tamilian in origin and he was hopeful that it would be annexed to Tamil Nadu any day. This has predictably brought a backlash. **Mr. Jayachandra Naidu,** Youth Congress leader from Andhra Pradesh, has not only resented MGR's statement but added another controversy of his own — that "but for a few selfish politicians" Madras city would have belonged to Andhra Pradesh!

* * *

Temperamental tennis star, Rumanian **Ilie Nastase,** better known by his sobriquet "Nasty", is at his tricks again.

He had quietened down after his marriage to Frenchwoman Dominique, but he has now filed papers for divorce and refuses to discuss it with reporters. When press photographers caught Nastase with attractive Miss United Kingdom, **Caroline Seaward,** who was wearing a yellow jumper and brown cord jeans, he smiled benignly. But the mercurial star's mood changed when reporters asked him the identity of his attractive friend. Suddenly, he brandished his stick at the photographers and snapped: "You want that I send my bodyguard to kill you?" Meanwhile, Miss UK stayed calm throughout her escort's outburst and insisted that she had never met him before. "I am staying at the same hotel as all the players, and they invited me here. I have never been to Wimbledon before, and I'm impressed," she said, and added that she had a "sort of boyfriend" who she was sure would not mind her going to Wimbledon with Nastase.

* * *

Even as Sanjay Gandhi died, his proteges have felt their seats shaking. The move to oust **Dr. Chenna Reddy,** Chief Minister of Andhra Pradesh, is in full swing. He was recently in the news for making a controversial statement that caused an uproar in the country. He pleaded for a new Constitution to replace the present one "which does not truly reflect the changed situation in the country." He wants the parliamentary system to be replaced by the presidential system. The Union Law Minister, **P. Shiv Shanker,** was forced to assure an agitated Rajya Sabha that Dr. Reddy spoke as an individual and the government at the moment had no plans for changing the Constitution. But angry opposition members charged that the government was resorting to "surreptitious means" to bring about a "dynastic dictatorship in the country."

* * *

Film star **Errol Flynn,** the hearthrob of millions of women in the 30s and 40s, was actually a Nazi spy according to author Charles Higham, in his book, "Errol Flynn: The Untold Story". Flynn's daughters levelled a charge of defamation against the author, but nothing more has been heard of the case. More light, however, has now been shed on Flynn's activities. He financed an abortive plot to assassinate King George VI and the Queen during a visit to America before the start of World War II. Flynn had contacts with Irish Republican Army chief Sean Russell, whom he financed for the assassination attempt. But the room was bugged by FBI men and Russell was arrested before he could carry out the murder. Because of influential Americans like Flynn, Russell was only charged with breaking immigration laws and smuggled into an Italian liner leaving the country. Hynn was also seen in the company of high-ranking Nazi officials. It is said that Flynn even went to the extent of naming his son Sean in honour of Russell. All this is more or less confirmed in secret British M15 files, says a newspaper report. But Errol Flynn, who died in 1959, is in no position to defend himself.

UNKNOWN

It looks like the United States is finally ready to launch a woman in space. The only difference is that it will most probably be a husband-wife team. Dr. Anna Fisher (who graduated from the astronaut school last year) and her husband Dr. William E. Fisher, both physicians who live near the Johnson space centre, headquarters of America's astronauts, will probably join a shuttle flight sometime next year. One interesting fact is that when the husband-wife team had first applied for the job in 1977 only Anna had been selected.

Lakshmi Narayan

BEAUTY BULLETIN

Kiyoko M., a leading beautician, will answer your beauty queries every fortnight in this column.

EXERCISES FOR FACE

I am 33 and my face has started sagging. Please suggest me some facial exercises to firm the muscles.

P.C.C. (Calcutta)

Given here are some exercises for you to try, but you should do them daily and continue for a couple of months for good results.

Puff out cheeks then open mouth slightly. Pretend you are blowing a feather placed at nose level.

Move your jaws as if you are chewing gum.

Open your mouth wide, then drop your jaw, and close your mouth again.

Roll head around in a complete circle — first up then to the right side, down and finally to the left. Bend head as far as possible and return to normal position. Do this very slowly.

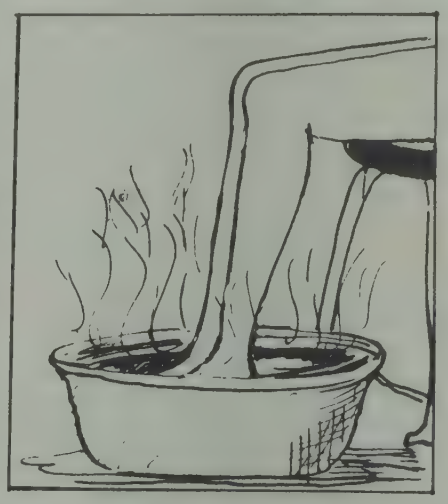
Pinch the flesh of your jawline with your thumb and forefinger from chin to jawline, to help blood circulation.

COMBINATION SKIN

I have a combination skin — my nose, chin and centre of the forehead are greasy; and cheeks and temples are dry. I use a cream at night. Should I use it on the dry parts only?

M.D.C. (Delhi)

FOR TIRED FEET



A nightly massage will benefit the greasy parts too. But see that you use a cream which is not too greasy. Massage with your fingertips with circular movements over your chin, up and around the corners of the mouth, along the sides of nose, over the nose bridge and finish by smoothing your fingers out along the forhead to temples.

You will feel a tingling sensation. Now smooth the cream gently over your cheeks and remove surplus with cotton-wool.

EXCESSIVE PERSPIRATION

My hands perspire profusely. Any remedy? Also I would like to know what are abrasives.

M.L. (Madras)

You should use an anti-perspirant to check the excessive flow of perspiration.

An abrasive is a kind of stone used to remove unwanted hair. It is rotated over the area to be defuzzed and the part on which it is used has to be absolutely dry. A hand lotion or cream is applied over the area defuzzed.

FOLLOW THESE TIPS

I am employed in a factory and I am on my feet all the time. My feet hurt and start aching when I return home. Please solve my problem.

A.H. (Bombay)

You should not ignore this condition. In the morning try to soak your feet in hot water for about ten minutes. Dissolve a handful of kitchen salt in a basin full of warm water and soak your feet in it. Then rinse in cold water.

Dry thoroughly and rub eau de cologne on them. Massage feet vigorously from toe to ankles and back. Let the cologne dry, then follow with a generous dusting of a talc.

Wear shoes of correct size for comfort and guard against any foot ailments.

Try this exercise too. Wiggle your toes. Lie down and rest with feet propped up on a stool to aid blood circulation.

THAT'S A LAUGH!

When a Sicilian lamented to a friend that his mother-in-law had hanged herself from a fig tree, the friend said: "Please give me some shoots of that tree. I'd like to plant one myself."

* * *

A woman travelling by bus was talking to a man in the adjoining seat. Describing her vacation, she remarked that she had visited San Jose.

"You pronounce that wrong," corrected the man. "In California all Js are pronounced like Hs. When were you there?"

The woman reflected a moment and then answered, "In Hune and Huly."

* * *

"My husband likes to fix things around the house," a suburban woman said to her new neighbour. "Last weekend he fixed six martinis and about a dozen manhattans."

* * *

"Anything new in the paper?" asked the wife.

"Yes, there was a terrible earthquake at a town called Kjeoghjarescz," replied her husband.

The wife asked, "Does it say what it was called before the earthquake?"

* * *

A good example of hot and cold is the case of the lover who becomes a husband.

A good example of slow motion is a woman entering her thirties.

* * *

A young man went to the office of a booking agent and got an interview.

"What's your act?" asked the agent.

"I imitate birds," the young man said.

"Bird imitations are a drag on the market," said the agent. "We can't use you."

* * *

Many an actress's career begins when she becomes too big for her sweater, and ends when she becomes too big for her britches.

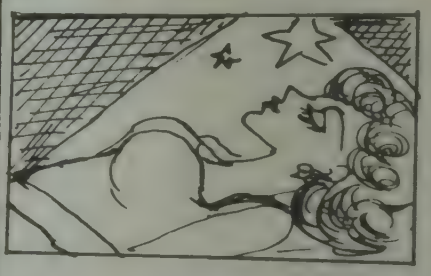
* * *

"The first time I travelled in a supersonic aircraft," says Bob Hope, "I pinched the hostess in New York and she slapped my face in San Francisco."

The film director was complaining to the actress. "For God's sake," he said, "put more life into your dying."

* * *

The psychiatrist had finished his lecture on love prob-



lems and invited questions from the audience. A man stood up and asked, "You said that hysterical girls are often calmed down by kissing them?"

"Yes," agreed the psychiatrist. "What would you like to know about it?"

"Just one thing," said the man. "Where can I find hysterical girls?"

Compiled by George Fegradoe

by Don Tobin

YOU CAN'T IMAGINE HOW AWFUL IT IS TO BE SHORT, IRMA -
NEVER ABLE TO REACH ANYTHING WITHOUT A STEP-LADDER!
NEVER FINDING CLOTHES THAT FIT....GETTING TRAMPLED TO PIECES IN CROWDS...HAVING TO LOOK UP TO EVERYBODY!
I'D GIVE ANYTHING TO BE TALL AND WILLOWY!
LIKE THAT WOMAN -
OR LIKE YOU -
IT WOULD SAVE ME SO MANY HEADACHES -
YOU CAN'T IMAGINE!
12-16
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THE LITTLE WOMAN

Flash a smile. Pass it on.

Now you have refreshing reasons to smile:

Flash freshness...the blue oral cleanser in Flash clears stale breath and decay-causing germs.

Flash confidence...it comes from knowing Flash has everything that's needed to look after your teeth, gums...in fact, your whole mouth.

Flash taste...so m-m-much tinglier you'll want to brush longer for the sheer joy of it.

Flash DENTAL CREAM **with a fresh sky-blue mouth purifier.**

everest/80/FL/294

Theft!
It could rob you of your happiness.

This could be the condition in your neighbour's house. But who knows, your house could be next on the burglar's list. What with the rapid increase in the number of thefts, you wouldn't like to be among the 85% who do not recover the losses.

United India Insurance has got the right solution for you–the Domestic Multi-risk Policy. It protects you from all usual contingencies like fire, flood, thefts, lightning, riot and strike damages and loss of items like, jewellery, TV, radio, furniture and other valuables and contents for a nominal premium.

You can take a package cover for all and make a fantastic saving of around 30% on premium.

Mail the coupon to our Regional Office who will arrange to contact you through one of our local offices—we have 300 of them all over India.

Remember UNITED INDIA -always there to help you.

UNITED INDIA INSURANCE CO. LTD.
(Subsidiary of General Insurance Corporation of India)

Come what may, we stand by you.

FREE

EW

VIDYUT SHAH

United India Insurance Co. Ltd.
Stadium House, 5th Floor
Veer Nariman Road
Bombay-400 020
Phone: 290303

I am interested in Domestic Multi-risk Insurance. Please rush one free brochure with no obligation

Name: _____

Address: _____

City: _____

Phone: _____

Headstart/UII/502.

'THE PERMISSIBLE LIE': ETHICS IN ADVERTISING

sale by mail
Trusted by Beauty Saloons
Your body
IRON CLAD 14 DAY MONEY BACK GUARANTEE
a few days you must actually b
able, real results...or your
back prompty and without a
to see
Now, exclusive Lavender, Khus fragrances. Rose, Jasmine also available..
GIVES YOU A TRIMMER FIGURE

Is an advertising agency responsible for the claims made in its ads? ROCHELLE D'SOUZA discusses this and related questions regarding the ethics of advertising with some leading admen

It was an advertisement featured in the papers which triggered off this article. "Electrolysis at home—safe and easy," it said. Even in this day and age, when plastic surgery, face-lifts, skin-grafts and silicone insertions have taken such massive strides forward, electrolysis is a difficult domain, restricted only to the hands of qualified, highly-skilled professionals. The injection of electric current into the pores of the skin to kill the hair-root and thus eliminate superfluous hair, demands skill and expertise. Just the slightest negligence can cause a client to be scarred for life. Yet here is an ad. that promises and sells to thousands of women a fantasy in the form of a tiny self-operated gadget, which if carelessly applied, can result in irrevocable injury.

There is much to be said about the question of ethical advertising. Every year, millions of people are misled by false product promises, fleeced and gulled by some Mail Order services, or disillusioned by the sudden and rapid crash of expectations.

On many counts, undoubtedly, it is the manufacturer who is directly responsible for the claims made in an advertisement. However, in most cases, the ad. agency acts as "middle-man" by offering intermediary assistance. Three famous names in the world of advertising — Alyque Padamsee, Frank Simoes and the Creative Director of a large ad. agency, Sarita (not her real name), clarified several points of this issue. The aim was to find out who can be held responsible for the constant disillusionment consumers experience when they go by what ads promise.

"The advertiser is responsible to the government and to the public," said Alyque Padamsee, celebrated man of the theatre and Managing Director of Lintas (India) Ltd. The government has regulatory departments, like the Food and Drug controllers. Under the Drugs and Magic Remedies Act, medicines, cosmetics and spurious products which make tall claims are monitored by the Drugs Control office.

But in a greater sense, and to a larger extent, the advertiser is directly responsible to the consumer who can sue him for false claims. Hence, one of the biggest means of protection the consumer gets is the advertisement, though only a few people are aware of this. Every ad. by law, has to carry the name of the manufacturer and his address. It may or may not carry the name of the ad. agency. The latter is only a universal convention. "It is prestigious and honest," but not a law, said Mr. Padamsee, who was quick to point out and emphasize that "the ad. agency is only an agent of the manufacturer, and is therefore not bound to stand by everything in the ad." Does this imply that the ad. agency is not at all responsible for the statements made in an ad?

A large percentage of ads get into the media, without the services of an ad. agency, or the help of advertising experts. It is the client who decides the "what", and the ad. agency helps with the "how" of advertising. The ad. agency is in no position to dictate what should go into an ad.; they can only make various creative suggestions, but they cannot argue over a client's briefing. They can always of course, refuse to handle the client's account if they suspect that his claims are mere "tall talk."

Depending upon the personal ethics and the practical sense of the powers-that-be at the ad. agency, extensive research is carried out on a product before the ad. agency launches its campaign. According to Mr. Padamsee "Ideally, the first thing a creative man does is try the product himself to see if it works." If it does not work as expected, the account of the client is refused. But as Sarita said, and Mr. Padamsee pointed out, it is only "ideally," that the product is put on trial. Prior research generally only probes the consumer's profile, his age, income and working environment, in order to position the product, and select the media. Research is not as common in India as it is in the West.

In a few rare cases, the ad. agency will send its representatives to visit a factory, watch the manufacturing process and talk to the technicians. The whole process is to ascertain the effectiveness of the product and to see how it can withstand stringent quality control and performance tests. This should become the rule rather than the exception in our country.

Ad. agencies also ought to follow up by finding out the reaction of the consumer who has bought the advertised product. Thus manufacturers would get to

GIVE THE BRIDE
THE BEST GIFT
SHE DESERVES —

SECURITY

GIVE HER

Guaranteed for 5 years

Safe-Deposit Almirah

Each of our Safe-Deposit Almirah is extra strong, built to last longer and made with meticulous care to fulfil your particular size, requirement and budget. The same care goes behind every other furniture.

Visit our new spacious air-conditioned showroom at Poddar Court.

RAJ & RAJ

18, Rabindra Sarani, (Poddar Court), Calcutta 700001
Phone : 269443

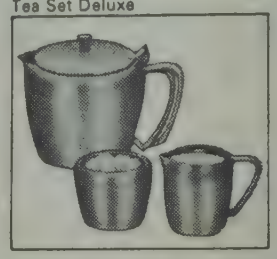
Other Showrooms: • 28/3A, Gariahat Road, Calcutta 700019 Phone : 469539
• Kamani Centre, Bishtupur, Jamshedpur.

aa 1172

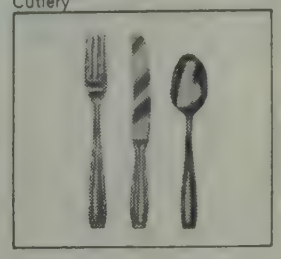
Bless the bride
on her wedding day
with a Gift
she will always cherish

PEARL
Stainless Steel Tableware

Tea Set Deluxe



Cutlery



Lemonade Set

She will remember you for it every day of her wedded life. And thank you for your thoughtfulness in choosing something she cannot do without. So good in looks, so hygienic, PEARL stainless steelware is so durable, so easily cleanable.

PEARL METAL WORKS
20 Wadi Bunder Road, Bombay 10.

Sign of good Service

Available at all leading stores.

PMW-28

Vital facts about Colds and Flu and how to fight these ailments

"Anacin is a big help for quick relief from the miseries of colds and flu"
says Nurse Natalia D'Souza

What causes colds and flu?

Air-borne viruses from infected persons spread colds and flu. Normally, the body resists these viruses. But over-exertion or under-nourishment weakens the body and lowers resistance to infection.

What are the symptoms?

Bodyache, heaviness in the head, sneezing and a runny nose. Flu is often accompanied by shivering, discomfort and sweating. Cough, sore throat, loss of appetite and fatigue may follow.

Can it lead to complications?

Neglected cases may lead to pneumonia and infection of the upper respiratory tract.

How does Anacin help?

Anacin relieves the misery of colds and flu. Anacin is strong—it contains more of the pain-reliever doctors most recommend all over the world. Anacin is trusted by millions. It is a combination of medicines like a doctor's trusted prescription. So at the first signs of cold or flu take Anacin four times a day.

What else should you do?

- Drink plenty of fluids, boiled water, orange or sweet lime juice
- Eat nourishing foods
- Rest adequately
- Gargle with antiseptic or salt water
- Keep rooms properly ventilated

Strong and trusted MANNERS ANACIN

INDIA'S MOST POPULAR PAIN-RELIEVER
From the Anacin Division of Geoffrey Manners
• Regd. TM

A24 6 79

"THE PERMISSIBLE LIE": ETHICS IN ADVERTISING

know what consumers feel about a product, whether they consider themselves created by the ad. or are satisfied by the performance of the product. This is however, seldom done in India because facilities are too few by way of market research organisations. In the West, clients spend enormous amounts on Market Research. In India, organisations like IMRB (Indian Market Research Bureau) and MRAS (Market Research Advisory Service) undertake market research. But it is impossible for an agency to give this service free, and clients do not use research facilities as they should for want to funds.

Mr. Padamsee spoke of the existence of organisations like the Advertising Agencies Association of India (AAAI) which imposes a code of ethics based on truth on its members. The public and the manufacturers will have faith in an agency that belongs to this sort of an association.

There is the "factual truth" and the "subjective truth," which operate simultaneously. Truth based on factual matters is easy to prove — like. . . "Health food contains vitamin B12." This can be proved. It is the subjective truth which is impossible to verify — like "The finest health food for your child." Consumers may be disappointed in the product, and may say that advertisers cheat. This area of "emotional appeal" is therefore a much misunderstood one.

There is, in advertising, what is known as the USF, i.e. Unusual Selling Factor. Manufacturers take full advantage of the presence of a certain ingredient in a product and may highlight its beneficial qualities. Though this particular ingredient may be found in all brands of a product. clever marketing strategy seizes on this factor and cashes in on it.

Again, there is the use of the Permissible Lie (interested readers may refer to "The Permissible Lie — The Inside Truth About Advertising" by Sam Sinclair Baker, published by Peter Owen Ltd., London) according to which admen employ half-truths or 'legitimate puffery" to get their goods sold. This kind of advertising is clever, skilful, and enticing. It is what advertising thrives on. Mr. Padamsee said, "We need not be selling a product, sometimes we only sell an idea." Advertising is basically communication, for together with products, ideas are being sold as well. But at the same time, one cannot just sell new ideas at the expense of the consumer, especially if they are misleading or harmful ones.

There is a lot in advertising nevertheless, which is unethical, strictly speaking. But as Mr. Simoes put it, "It is very difficult to know where to draw the line. The area is very grey." If it is a clear question of a misleading claim causing harm to the consumer, it is definitely unethical.

There's a moment in your life for UCOBANK

She simply fills your days with happiness. Soon you'll want to present her the happiest day in her life.

Give us that moment and we'll give your daughter the marriage of your dreams

Come to us with what you can put aside and we'll show you how you can give your daughter the marriage of your dreams.

UCOBANK has many schemes that will help multiply your savings.

We'll show you the profitable combinations of these schemes to make your savings grow quicker.

By earning more.

Visit any of our branches.

Happiness for your daughter on her wedding day begins with the moment you decide to make her such a present.

Bring that moment to UCOBANK.

United Commercial Bank
the friendly bank round the corner

UCO/CAS-62/80

But Mr. Simoes asserted that areas where manufacturers deliberately cheat consumers is "very marginal."

"The most successful manufacturers, by and large, take valid and relevant stands," said Mr. Simoes emphatically. Sarita too confirmed this. "Clients are becoming honest," she said. "They no longer boast, for if they did, it would only backfire on them." As Mr. Padamsee put it, "You can only cheat the consumer once." The next time he would try another product and sales would drop alarmingly.

Cigarette manufacturers are the largest advertisers in the world. Over a long period of time, cigarettes can cause harm — but are advertisers responsible? All cigarette ads carry the statutory warning these days: "Cigarette smoking is injurious to health." But the fact that the warning is in tiny print seems to defeat the very purpose for which it was introduced and intended.

Another very important aspect of modern advertising is the Mail Order Service. Mail order sales are a relatively new thing in India, but Mr. Padamsee said that it is considered to be on the borderline of ethical advertising anywhere in the world. Very few reputed agencies will handle mail order advertising.

In this kind of advertising, therefore, there is no "middleman" no salesman. In America, there is very strict legislation regarding Mail Order since the postal service is used as distributor. Both Mr. Padamsee and Sarita deplore the lack of such legislation in India as far as Mail Orders are concerned. "There should be self-regulation in this case," said Mr. Padamsee, "because once the government steps in, there is enormous red-tape, with the result that the release of ads. may be delayed.

In India, most Mail Order Services are synonymous with "hanky-panky." Apart from the fact that chest expanders, bust developers, slimming gadgets and education systems bought through the mail do not fulfil promises made, the goods more often than not do not reach the buyer at all even after repeated reminders.

How does one excuse the advertiser when a product does not reach the buyer at all, through no fault of the postal service? Though everything appears above board and legal, including the oft-carried money-back guarantee, there is much to be questioned about the delivery of these goods.

There are several other areas in advertising where the question of honesty and ethics is debatable. The use of the same model for the same kind of product is an example. A will model for Tatas, Finlays, Thackersey's and Binny. Naju Karani, the mode-coordinator of Lintas, admitted this charge and elucidated the reason for it. "Various factors are responsible for the use of the same model," she said. For one thing, photographers have their favourites and it is difficult to argue with them over the choice of a face.

Models, being just a handful, have been placed on a pedestal and are today in a position to make outrageous demands. They even disregard contracts or manage to wriggle out of them, which accounts for the frequent repetition of the same face. Here again contracts binding models in the West are very rigid, and duplication is thus avoided.

Legislation has gone to the other extreme in the West. If Robert Redford recommends the use of a particular after-shave lotion in an ad. he is bound to have used it for a year at least. According to Mr. Simoes, this is absurd. "Why one year, why not five?" he asks. Through the use of a film idol or a favourite sportsman the idea of packaged glamour is being sold, and gullible consumers are willing to buy. Is it honest for the advertisers to use the names of famous personalities in order to market their product, when those personalities do not use it?

Advertising is information persuasively presented and so it presents a picture of Utopian living. As J.B. Priestley put it," . . . living in an age of advertisement, we are perpetually disillusioned. The perfect life is spread before us everyday, but it changes and withers at a touch."

YOUNG VIEWPOINT

A forum for young people to express their opinions, share news about their activities and get to know more about each other

TOPS IN SPORTS

INA REBELLO goals galore

Hockey champ Ina Rebello was awarded Maharashtra's "Shiv Chhatrapati Award" for excellence in sports and games specialising in the hockey field, in 1977-78. The award was handed over to her by the Governor Mr. Sadiq Ali at a function held at Raj Bhavan. She was among other sportsmen and women who also received the awards in their special fields.

Born in Africa, where her father had been posted, Ina took a fancy to hockey while still in school. "While returning home one day," she recalls, 'I was taken up by the game in progress and was so fascinated by it that within no time I was on the hockey field myself, picking up the rudiments of the game. My coaches in Africa were Messrs. Bruno Saldanha and G. Almeida."

After completing her studies in St. Joseph's, Africa, she returned to India and settled down in Bangalore. In her first year of college, (1968), she was selected to represent the Mysore State Hockey team in the National Hockey Championships playing in the position of right-inner. From then on she regularly represented the team till she shifted to Bombay.

In Bombay she played for the local tournaments and became an automatic choice for the Bombay Women's Hockey team for the nationals at Bhopal in '75, an achievement she repeated every year since then. Her perseverance and interest in the game finally paid off when she was selected to represent India in the World Cup Women's Hockey Tournament where she put in a pleasing performance as a left-half. In '75 she was again selected to represent India in international exhibition matches versus a Rest of the World XI and Sri Lanka XI.

In spite of all her achievements, Ina Rebello is very modest and her dedication to the game is impressive and worthy of praise.

She maintains that the teams should be announced quite early so that the girls can combine and play for a longer period. "Enough importance has not been given to women's hockey and Bombay Women's Hockey has survived only due to the efforts of Jaswant Singh Grewal, the coach, whose reward is that the girls he trains finally achieve their 'goal' of donning India's colours," said Ina.

Irene Pereira

ARUNA PADMAN AND AFRA NETTICADAN prolific scorers

Kerala lost to formidable Maharashtra, the defending champions in the quarter-finals at the recent National Basketball Championships in Jaipur. But there was one player in the young bunch of the Kerala team, who fought spiritedly till the blow of the final whistle. She was Aruna Padman, the Calicut University skipper and the State captain. But for her, Kerala would have lost, by a big margin.

Aruna might never have taken up basketball seriously, had it not been for Hashim, the young coach who initiated this talented girl to the rudiments of the game. Five years of hard practice under him has turned Aruna into a player of class. In fact, her prowess in the game can be gauged from the fact that while still a predegree student, she went on to represent Kerala State at the Nationals in Calcutta (1975-76). Thereafter, she has been a regular member of the State team. Aruna was elevated to Captain of the Kerala State team at this year's Nationals at Jaipur.

Aruna has been representing the Calicut University team since her debut at the Inter-Varsity Championships at Madras in 1976.

Dedicated and hard working Aruna has firm views on the game. She is of the opinion that the Indian women's team should be sent abroad to get experience or at least foreign teams should be invited here to play a number of matches.

Has there been any improvement in the standard of women's basketball? "Particularly in Kerala the standard of sports and games has considerably improved though much more has to be done to promote them vigorously at the school and club level. We have enough talent and the only way to tap it is to conduct many standard tournaments and pick the most talented and give sustained coaching," said Aruna.

Aruna is also a skilful Table-Tennis and Badminton player. She has represented her college at T.T. and in the Inter-District Basketball Championships held recently, she was awarded the Gold Medal for being the most outstanding player.

Aruna who is now twenty-one, is a final year B.A. Economics student of the Government Brennen College, Tellicherry.

* * *

Nineteen-year-old Afra is another promising basketball player, who made her debut in Kerala in the recent Nationals held at Jaipur. But it

was her maginificent performance in the last Inter-Varsity Championships (1979) at Bhopal (South Zone) and Kanpur (Inter-Zonal) that brought Afra recognition.

Afra was fascinated by the game of basketball while still in school, but it was only after she joined college that her talent was nurtured. Her competitive basketball career began in 1976 when she was a pre-degree student of St. Joseph's College, Alleppey. In 1977, this smiling youngster represented the State juniors at the Trichur Nationals and thereafter became a Kerala University blue and represented them at all the Inter-Varsity fixtures. Her most scintillating performance came in the 1979 Inter-Varsity Championship, where she became the most prolific scorer in most of the matches and was responsible for taking Kerala University to the finals. In the South Zone Championship, Afra spear-headed the Kerala University attack and fought off the starstudded Bombay University, the reigning champions, but at the Inter-Zonal, they lost narrowly to the burly players of Gurunanak University. In the same year she was selected as the Best Player at a tournament held at Nagercoil.

A second year B.Sc. student of St. Teresa's college, Ernakulam, Afra is equally outstanding in her studies and would like to do her post-graduation in Zoology.

M. P. Suresh

KAUSER ALI crazy about cricket

With Kauser Ali cricket is a passion and she has played the game since she was a little girl. A cousin of Abdul Hai, winner of the Ranji Trophy in U.P, Kauser says her parents always encouraged her when she was a child. She played her first match in 1976, and was selected to play for Andhra Pradesh in the Inter-state matches at Madras. In 1976-77, she was selected for the South Zone.

"Cricket has now become a craze for girls," she says. A private club was formed in Hyderabad called "The Gems" and Kauser was its backbone and mainstay. "We defeated St. Francis College, the Vanita Mahavidyalaya and the Sweta Club," she said proudly. "Women's cricket was started seriously in 1976, when the A. P. Women's Cricket Association was formed and League tournaments started."

In June 1979 Kauser represented Andhra Pradesh in the National Championships in Madras. She was the top scorer there too.

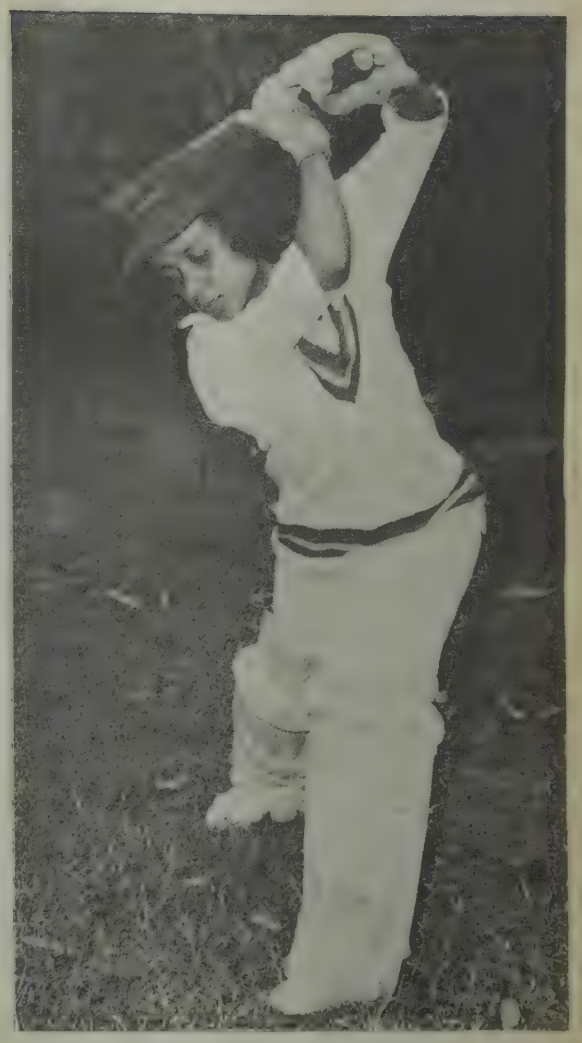
Prem Kumar and Kalimaul Haq, both Ranji Trophy players are her coaches. Kauser practises in college in the mornings and evenings before and after studies.

"Until recently, there were only 6 clubs here," she says, "and now there are eleven. Cricket has become very popular. But it must be popularised by educational institutions and not merely by private clubs. There are now six district associations which are affiliated to the A.P. State Association, isn't that good?"

Kauser comes from a large family of six sisters and four brothers. They play table-tennis, hockey, and cricket. Kauser studied at Rosary Convent in Hyderabad, and is doing her B.Com in the University College for Women.

Bilkiz Alladin

LOPAMUDRA BHATTACHARYA bowling them over



The nineteen-year-old Bengali girl who made it to the top in the women's cricket scene in India is Lopamudra Bhattacharya whose long name hardly fits the slight little figure.

Lopamudra's rise to fame has been meteoric. She only started to play cricket seriously in 1973. Kumkum Banerjee, the dynamic Hony. General Secretary of the West Bengal Women's Cricket Association explained how the association came into its own with the enrolment of a large number of girls from Calcutta and the suburbs. They had no grounds of their own, so they played in various clubs whose officials were kind enough to give them space. The girls often wore their brothers' shirts and pants and borrowed their gear to practice. Since the girls were serious, well-known cricketers were happy to coach them. Thus the team was formed.

The Second National Women's Cricket Test was held in 1973 and in the finals played in Banares in 1973-74, Lopamudra got the Best Bowler Award by toppling them left and right. The following year, when West Bengal met Uttar Pradesh in the quarter-finals, Lopa bagged six wickets for only twenty-five runs. In the semi-finals against Tamil Nadu she got another three wickets for seven runs only but a bad leg-cramp set in and stopped her from playing in the second innings.

It was in 1976-77, when West Bengal again became the national champions that Lopa suddenly blossomed into a formidable player. The finals were against the strong Tamil Nadu team, and things were looking pretty bleak when West Bengal lost four of their good wickets for eighteen runs. In came Lopa, determined in every way to do well She scored 84 not out, which gave back West Bengal a hard-fought supremacy. Her fielding was spectacular too.

In 1978-79, Lopa contributed 107 out of Bengal's 224 for eight wickets in the 90 overs. An amazing fact was that Lopa piled up her 107 runs in exactly 182 minutes, a feat which placed her at the top among Indian women cricketers. The new queen of Indian cricket wears her crown unobtrusively, shyly glad about it all and more determined than ever to play well for her team.

Tapati Mookerji

Start a new cooking idea today... to make tasty dishes go a long way.

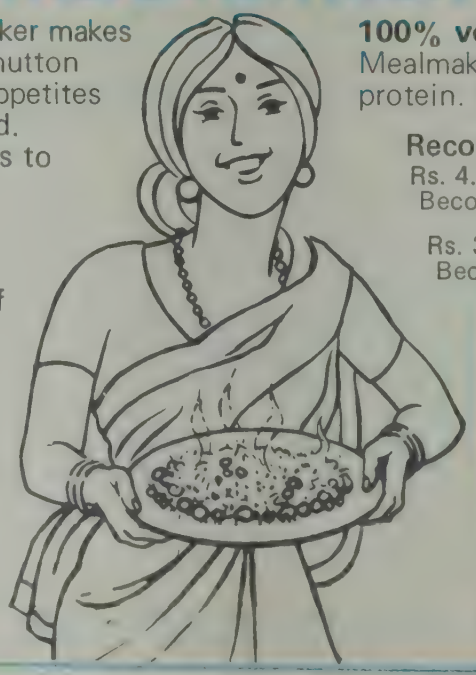
Mealmaker

makes those delicious dishes go a longer way– with more nutrition too.

Family meals are always a pleasure—Mealmaker makes them more so. It helps you serve generous mutton and vegetarian meals to fulfil the heartiest appetites of your growing children and happy husband. It helps you provide ample and tasty servings to delight your guests too.

Absorbs the same delicious taste.
Make your meal as delicious as you like—Mealmaker blends perfectly with the taste of your favourite dishes. Every dish you serve is as tasty as you want it to be.

Protein-rich nutrition.
Mealmaker adds extra nutrition too—gives a perfect nutritive balance as it is so rich in protein. 250 gms. of Mealmaker has as much protein as 3.9 litres milk or 1 kg. mutton or 24 eggs.



100% vegetarian.
Mealmaker is a fully vegetarian product rich in soya protein. It's available in chunks and granules.

Recommended selling prices.
Rs. 4.50 for 250 gms. pack Chunks (Local taxes extra). Becomes over a kilo when cooked.

Rs. 3.75 for 200 gms. pack Granules (Local taxes extra). Becomes almost a kilo when cooked.

Soak in warm, slightly salted water— 20 minutes.

Drain out water.

Add to main dish and cook together.

Manufactured by
Mysore Snack Foods Limited
19, Platform Road, Bangalore 560 023.

HEART TO HEART

Confide your personal problems to Dr. Mahinder Watsa, c/o Eve's Weekly. Dr. Watsa is a leading sex and marriage counsellor and will answer your queries every fortnight

WANT TO ADOPT A CHILD

I want information about the adoption procedure. Our friends, who are Indians and have been staying in the U.S.A. since their marriage ten years ago, want to adopt a boy below six months of age from some institutions. They do not have any children. The child should be from a good family. Please let me have some information about the institutions where they can apply and the necessary details.

Adoption procedures are long and irksome, therefore you should do this through proper agencies. You could write to Shree Manav Seva Sangh, 255, Sion Road, Bombay 400 022.

It is essential that your friends give the following points due consideration before thinking of adopting a child.

a) Do they have the capacity to adopt, that is, financially are they competent to look after a child?

b) Are both husband and wife willing to adopt a child?

c) If either husband or wife is Hindu, Sikh, Jain or Buddhist, the Hindu Adoption and Maintenance Act, 1956, is applicable. Under this Act, it is essential that if a male adopts a child, the male should be at least 21 years older than the child to be adopted. The male should be of sound mind and should get the consent of the wife. The same applies to a female if she is the one to adopt a child

DECIDE WISELY

GET OVER YOUR DOUBTS

I am a working girl of 21 and have fallen in love with a boy. I have told my parents about him. They do not approve of him because a cousin is already married in their family and at the time of his marriage there was a lot of misunderstanding. This boy has a younger sister and brother to support. He is not at all good looking and wears thick glasses.

I like him because he is kind and considerate and has a good job. Also I would have the best in-laws if I married him. I am worried because of his eyesight. Will my children have weak eyes? I can persuade my parents but his ugliness will always be a problem.

It appears that you yourself are not sure of your feelings regarding this young man. The reasons expressed by your parents are flimsy. What is important is your own feelings. You relate with him well and he loves you. Your in-laws to-be are considerate and kind and both of you are financially independent. But the major question is whether you will accept his "ugliness" and cherish his inner qualities. Also there is a possibility that your children may have eyesight problems. If you have the slightest doubt about your feelings, do not marry him. So wait a while till you get over your doubts.

IN TWO MINDS

I am 21 and have been dating a boy for the past six years. Somewhere along the way he became hot tempered, over-possessive and terribly suspicious—even of my girl friends.

Now I have met a man whom I love. He is a divorcee with a child and not well off financially. I am socially committed to the first boy and my parents would not object my marrying him. But I am not sure whether I can love him after marriage since I have feelings for the other man.

You are not sure of either of your friends hence you need guidance of your parents or a close friend to help you make your mind. The decision must be purely yours but I feel that if you look at all the pros and cons the boy has the greater possibility of making you happy. However it might be better to stop seeing both of them for some time — the break will make you look at things more objectively.

WOMEN IN SINGAPORE

Continued from page 13

ed on the government's suggestion. This Council is an umbrella organization with the other women's organizations as members.

The 1952 Singapore Women's Council formed by Mrs. Fozdar somehow withered away after the achievement of the Women's Charter of 1961. As one woman put it, "The Council became a centre of petty quarrels. Each one wanted to lead the organization because each regarded the leader's status as her right."

However, with the recently formed National Council, Mrs. Julie Tan, President of YWCA, and one of the members who drafted the constitution of the Council, hopes that this body will play an active role in the future. She hopes the organization will do something about sex discrimination, low pay, and bring about amendments to the Women's Charter, which is currently under review, pertaining to divorce laws, and also try to form a family court dealing only with marriage and divorce.

According to Mrs. Tan, politics is very demanding and women should not get involved in it. "We do not want a token or a symbol in parliament. So what if we do not have a woman there? That should not be our goal. Our goal should be to make women capable of making themselves financially independent."

Mrs. Tan hopes the Council will now be able to inform, educate, and help women understand their rights and the existing laws. She wants women to consider the Council as a channel through which they can voice their grievances either on an individual or on a collective basis.

Although she agrees that Singaporean woman are apathetic and passive, she does not find them selfish. Rather she considers them as the backbone of the country's social service.

The National Trade Union Congress and its affiljated unions have committees such as the Women's Programme Committee, which organize seminars and talks regarding the working conditions, wages, and laws concerning working women. But the Assistant Secretary of one of the affiliated unions said that the response to such programmes has not been very good.

Despite effors to inform or "educate the women at the grassroots level," as suggested by Dr. Nalla Tan, women do not seem to care much. Random conversations with a few salesgirls and factory workers revealed that they know very little about the laws concerning women and their rights, sex discrimination, or low pay. They do not want to concern themselves with such issues, expecting to gain nothing by it, just a waste of time. This too is because of policital and cultural inhibitions, and in any case they find the whole area of these issues very uninteresting.

In a way, it is ironic that while the government has been giving women their rights, encouraging them, giving them the green signal to go ahead, it has at the same time denied them their rights, and discouraged attempts to go beyond the demarcated white line. And the women too are to blame. It is all very well for the government to give women their rights, but to exercise these rights in reality to the fullest extent needs active exertions by women, which are not forthcoming.

It will take some time before equality becomes real for the Singapore woman. It will not become her right until societal attitudes change until she herself wakes up to fight the deep-rooted traditional attitudes. Right now she has accepted her secondary, traditional role because that is the way it has always been. It will take some time before she realises that that is not the way it should be.

Perhaps Dr. Chen is somewhat right in saying that "while the women have achieved liberation the men too need to be liberated."

Announcing
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AUGUST 11

Geoffrey Manners

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Interviewer: **Brinston Miranda**

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* Good but rarely comes from good advice.

— Byron

* Truth and goodness and beauty are but three different faces of the same.

— Emerson

* That which is beautiful is not always good; but that which is good is always beautiful.

— Ninon de l'Enclos

* Not always actions show the man; we find
  Who does a kindness is not always kind.

— Pope

THE THINGS THEY SAY ABOUT GOODNESS

* Be good and you will probably be lonely.

— Mark Twain

* A never failing way to get rid of a fellow is to tell him something for his own good.

— Kin Hubbard

* Good is what makes for unity; evil is that which makes for separateness.

— Huxley

* There are bad people who would be less dangerous if they had no good in them.

— La Rochefoucauld

* In contemplation, you only serve yourself; in good works you serve many people.

— Meister Eckhart

* No people do so much harm as those who go about doing good.

— Bishop Mandell Creighton

* It is a good thing to be aware of how evil you are.

— John Henry Newman

Compiled by :
G.T.F.

FRANKLY SPEAKING

Devi

ROOPESH: The Scapegoat

When the stars accuse me of having a super ego, I smile, because I am entitled to one with the super feeling that all those super creatures not only marry or divorce but even sigh and sneeze for our benefit. When nations fight, they throw bombs at each other, when illiterates fight, they throw abuses, when there are star wars, they throw paper arrows at each other.

They send nasty mail weekly, fortnightly to each other because they are darpooks. So you have a Shatru telling Reena through the press that he will be faithful to Poonam, and marries her. Then there is Sanjeev who tells Sulakshana that he has finally decided not to marry her, not forgetting to add that he had decided against Shabana and Neeta Mehta also. We have a Hema telling us that her mother is funny, that there was no marriage ceremony in her house,that she was mentally, emotionally (and I suppose physically) married to Dharam years ago. She tells over the interview that she is afraid that Dharam shooting in Bangalore would be worried about this hassle. Now, why she could not pick up the phone and tell Dharam over the trunk line is a mystery to me.

We have a Dimple relating most ghastly stories about Rajesh's monstrous treatment. We also have her keeping room to go back by saying, "We love him, but we (she and the two daughters) want him to love us." She wipes off her gambling, drinking, wanting-to-stage-a-comeback image by being the martyr who got kicked in the stomach because she did not produce a son. After all these kicks, we have a Rajesh stating he still loves her, wants her back, and the gates of "Aashirwad" are open to her.

He sighs over the home-cooked food at Om Shivpuri's dinner saying, "Aaj maine ghar ka khana khaya. My Centaur hotel bill runs into thousands by now." But then why did he leave his house and opt for Centaur? After all, Chuniya had not presented the house to him as a part of dahej (dowry), and with that money a poor man could have had his marriage plus made a home for himself. Of course, I enjoy the evenings at Centaur. I love hotels and hotel food since it is cooked by professionals, and I like Rajesh's retinue these days — producer Rama Naidu, director Ismail Shroff, B. S. Khanna of "Kudrat", not to forget dear Roopesh Kumar — which brings me to the most crucial point.

Roopesh had to protect his friend Rajesh when he was threatened with hockey sticks, especially when the wife just stood and stared. And only a line of destiny separates Roopesh from Amjad (professionally) and he is a very interesting guy. Just because eronomically he is not in the super star bracket, everyone chooses to blame him for the split. But then Rajesh is not known to come to anyone's rescue. Like I have fought all my battles — dealths, tragedies, loss of home — alone. So I can understand the humiliation Roopesh suffers when people accuse him of being "courtesy, Rajesh Khanna."

Says Roopesh, "In spite of two superstars, cousin Mumtaz and friend Rajesh, I still live in one room at Versova and run around for a role."

P. S. The kick in the stomach is a concoction in time for Neetu's expected baby. Everyone predicts she will get a son. So, a frustrated Dimple has to earn a fresh round of sympathy.

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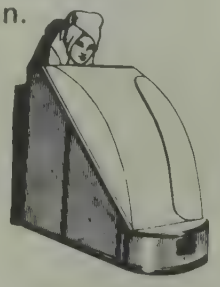

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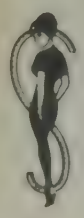

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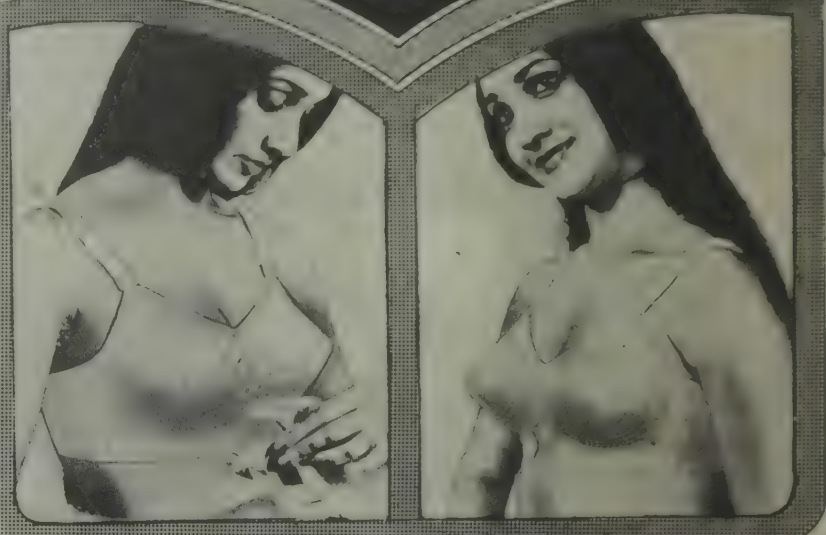

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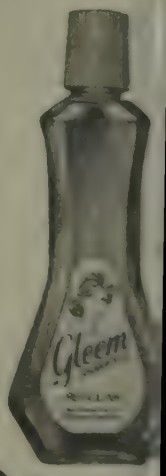

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LIFE'S A FUNNY THING

A spoonful of humour to make the medicine go down

Yes, Life is a funny thing. And, dear reader, you better believe it. Funny things happen around me all the time. My wife, Susie bless her dear heart, draws up shopping lists that would make you think I'm the Prince of Monaco; my elder son, Sunder, thinks he's grown-up enough to buy jeans, and you know what they cost. In all seriousness, I told him he was living beyond his jeans. And my daughter, Sushila, loves vanilla ice-cream so much, she must be giving the company half their business.

Take the home! We have rather a small flat, but pay a rent that reaches the stars.

My boss one day unexpectedly walked in when the children had been playing hockey in the living room. He took one look, shuddered and said, "Remind me to look over your affairs in the office." As if I'd let my children play hockey in the office! I have one devoted servant form Andhra Pradesh who makes fish curry so good, a queen would ask for more. The only trouble with him is that on his off-day he goes out on a "toot" in Bandra and sometimes has to be carried home. I don't hold it against him. I'm rather fond of the stuff myself.

Take my creditors. They have been well chosen — for they have kindly hearts and let me pay for everything, except vegetables in instalments. In connection with this, my wife has drawn up what she calls an "economy list" which I haven't had the nerve to look at.

Both my children are obedient. Mostly. Sometimes though, the devil gets inside them and then all hell breaks loose. That's rather appropriate, don't you think?

People come to the door selling every thing from eggs to ten-foot ladders. My wife seems to encourage this sort of thing as a result of which we now have an Anthony (furniture polisher), a Bhimji (dhobi), a Lulloo (biscuit man), a Hari (bananas) and about fifty others whose names I don't recall. But she keeps within the budget, so I don't really mind if she answers the door bell about twenty-two times a day.

Take recreation. Everytime we go to Juhu, my son almost drowns. He thinks clowning is funny. I guess it must be, or I wouldn't put it down here. Sushila eats vast quantities of ice-cream and bhel-puri and Susie parades up and down the beach with me in tow. She does it to show off her new swimsuit. She never enters the water. Speaking for myself, I make gigantic efforts to swim against the tide and emerge gasping like a wounded whale.

Take the office. It's funny there too. My secretary thinks my love for her is platonic which is the only mistake she's made since getting the honour to work for me. My colleagues think I'm a walking loan-office. My boss says things that are quite unprintable. And when payday comes along, the accountant frowns and hands me a slip that usually says something like this: "I've advanced you a hundred rupees over and above your salary." I wish to God he couldn't add!

And so, dear reader, life is indeed a funny thing. All you have to do is to keep your eyes open and your ears aperk. Funny things are happening all the time. Excuse me, there's the doorbell. Oh, it's Hari. Now we'll have banana custard for the next seven days!

SUNNY

THE THINGS THEY SAY ABOUT MONEY

I finally know what distinguishes man from the other beasts; financial worries.

— Jules Renard

If you would know the value of money, go try to borrow some.

— Benjamin Franklin

Cultivated people should be superior to any consideration so sordid as a mercenary interest.

— Moliere

Even genius is tied to profit.

— Pindar

Money does not bring happiness, but it eases the nerves.

— Sean O'Casey

If a man has money, it is usually a sign, too, that he knows how to take care of it; don't imagine his money is easy to get simply because he has plenty of it.

— E. W. Howe

Ready money is Aladdin's lamp.

— Lord Byron

David Gunston

ANSWERS TO EVE'S WEEKLY QUIZ NO. 13

1. **The discovery of the planet Pluto by Mr. C. W. Tombaugh.**
2. **Michelangelo.**
3. **Arun Sadhu, Dr. Jabbar Patel.**
4. **Konstantin Stanislavski.**
5. **Russia and Hungary respectively.**
6. **Alfred Lord Tennyson and Sir Walter Scott respectively.**
7. **T.R. Mahalingam.**
8. **Simone de Beauvoir.**
9. **Birendra Kumar Bhattacharya.**
10. **The Deccan Queen.**
11. **The river Spree.**
12. **Joe Frazier.**

The prize money of Rs. 200 will be divided equally between two readers, Mrs. Kalyani Varadarajan, Madras, and Mrs. Malathi Damodaran, Madras, who sent in all-correct solutions before the deadline.

PEOPLE AND EVENTS

BOMBAY

Hotel President, in association with the Indian Institute of Interior Designers organised an exhibition of building materials and decor at the Ballroom recently.

The purpose of this exhibition was to provide an opportunity to architects, builders, interior designers and the public in general to keep abreast of the strides made by this industry and to be aware of the new items that are being manufactured and marketed in the country.

The 3-day exhibition covered a wide range of products from leading manufacturers in the field of construction, building materials and housing design. Items on display included air-conditioning systems, water-proofing, damp-proofing materials, false ceilings and hardware, etc.

Also on display were an array of interior design and decor items such as functional and decorative lighting, hand-knotted machine-made carpets, wooden, steel, brass, leather and exclusive acrylic furniture, furnishings, paints etc.

• • •

A press conference was held by the Vice-Chairman, Mr. J.J. Bhabha and the Executive Director, Mr. Narayana Menon at the Tata Theatre, National Centre for Performing Arts. The theatre will be inaugurated officially by the Prime Minister, Mrs. Indira Gandhi in October 1980. Before that date however, there will be pre-inauguration performances of Indian and Western music, dance and drama.

The theatre which can accommodate 1000 persons has been designed by accomplished and well-known architects and has a sophisticated sound and air-conditioning system.

DELHI

Maurya Sheraton's discotheque, "Ghungroo" celebrated its first anniversary recently. There were special disco dancing performances by Astad Deboo and model Pheroza Cooper, plus special prizes for members.

The elegant discotheque has been designed by Juliana's of London. It has superb sound equipment, special lighting effects and an all glass dance floor. The only professionally designed discotheque in Delhi it is open to members and hotel residents only.

CALCUTTA

The Pratisruti Parishad presented a programme of raga-based bhajans in the city. The lyrics of Kabir and Meera were sung beautifully by Miss Dhanawaz. Pandit V. Balsara accompanied her on the harmonium.

• • •

The Craft Council of West Bengal formally inaugurated the opening of a centre for the exhibition and sale of indigenous handicrafts to help rural craftsmen who have difficulty in marketing their products.

The General Secretary, Ruby Pal Choudhury, said that this centre would not only help and encourage the craftsmen but also

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1. At the Iraqi National Day celebrations held at Taj Mahal Hotel, are seen (from left) Mrs. P. G. Gavai, Mrs. K. H. Kadhim, Mr. M. H. Hussain, Consul General In Charge, Iraq, and Mrs. S. Dighe.

2. At the inauguration of "Nalini Sarees" boutique at Hotel Oberoi Towers, Bombay, are seen (from left) Mrs. and Mr. A.I. Jaffer, Mrs. Nalini Sharma, and Mrs. Nargis Dutt.

3. Mrs. Prita Kidwai, winner of the 1st prize of V.I.P's 'We'll Give You The World" contest, receives her award from Mr. Dilip G. Piramal, Chairman, Blow Plast Limited, in Bombay.

4. At the French National Day celebrations held at Hotel Oberoi Towers, Bombay, are seen (from left) Mr. A.S. Kably, Consul-General, Mauritius, Mr. Sirajuddin Arsad, Consul-General, Indonesia, the host, Mr. Michel Posselle, Consul-General France, and Miss Girard Reydet, Consul of France.

4

help in reviving some dying crafts. Among the exhibits displayed were unusual woven grass neck chains in three or five tiers, exquisite wood carvings from Nutangram in Burdwan, conch shell ornaments from Murashidabad, unusual stone-ware from Sushunia, Bankura, palm-leaf tablemats and wall hangings depicting scenes from the epics, from Midnapore, and dhokra fruit bowls and masks from Purulia.

* * *

The University Women's Association, Calcutta, and the Indian Federation of University Women's Association, jointly organised a talk by Beverly M. Carl, on the legal rights of women in the USA. The talk was held in the Library Hall of the La Martiniere Girls School and presided over by Justice Mrs. Padma Khastagir.

* * *

An exhibition of contemporary Soviet Graphic Art was held at the Gorki Sadan. The exhibits represented the work of many well-known Soviet artists in linocut, woodcarvings, etching and lithographics. The most impressive ones were the etchings which showed exceptional creativity.

* * *

"Saptasur" held an evening of melody at the Bharatiya Bhasa Parishad Hall, with able direction by Deepali Ray. About thirty-five of her students and colleagues participated in the programme comprising Hindi folk songs, songs celebrating the seasons and festivals and some Nazrulgeeti.

MADRAS

The All India Manufacturers' Organisation (TNSB), Madras, is organising its fourth All India Ideal Home Exhibition in Madras from December 25, 1980 to January 4, 1981 at Abbotsbury, Mount Road.

The Ideal Home Exhibition has established an unrivalled reputation in repeating the success story wherein 20 other organisations have evinced keen interest to co-sponsor the fourth Exhibition.

Over 5 lakh people visited the last exhibition which consisted of Market Meets, Wholesaler/Retailer Meets, Press Meets, Entertainment and exciting displays, demonstrations and sale of a variety of home oriented products from all over India. It also provided a pitch for launching new home related products.

There will be schemes for New Housing Development, Low-Cost Housing, Live Television and Entertainment Equipment Section, an Art Gallery, Cookery Demonstrations, Furniture and Furnishings, Textiles and Sarees, Electrical Appliances and Products, Domestic Equipment, etc.

Prospective participants are requested to contact Ideal Home Exhibition, All India Manufacturers Organisation (TNSB), 755 Mount Road, Madras 600 002.

BANGALORE

The United States Educational Foundation in India (USEFI) and the Department of Dance, Drama and Music of the Bangalore University organised a workshop in decorative arts for a team of American teachers from the California State University, Secramento.

Dr. Mrs. Nalini V. Setty, USEFI, Madras, and Dr. H.K. Ranganath, Professor and Head of the Department of Dance, Drama and Music were in charge of the Workshop which consisted of lectures by leading artistes and craftsmen, field surveys and visits to craft centres.

Mrs. Sudha Kanthi, Gita Kulkarni, Lakshmi Srivastav, Shobha Setty, Anusuya Venson and Shakuntala Balu gave lecture demonstrations to the group on different days in the fields of doll making, embroidery, block printing, shell craft, Tanjore mirror work and batik

6

5. Pheroza Cooper and Astad Deboo are seen at their performance in "Ghungroo" discotheque which celebrated its first anniversary at Hotel Maurya Sheraton in Delhi.

6. At the installation ceremony of the Rotary Club of Ahmedabad are seen (from left) District Governor, Rtn. R.A. Gupta, Mrs. Shashi Vani, Justice B.J. Diwan, Chief Justice of Gujarat High Court, Rtn. Dr. Narendra Vani, President, and Rtn. K.V. Patel.

7. The Calcutta Alipore Ladies' Circle No. 3 celebrated the tenth charter anniversary of the Ladies' Circle Movement in India when food and gifts were distributed to bustee children by the members. Seen (from left) are Saroj Saha, Gopa Singhania, Jayanti Bhattacharya and Asha Agarwal.

7

THIS WEEK FOR YOU

FOR THE WEEK AUG. 10 — 16, 1980

John Naylor

IF IT'S YOUR BIRTHDAY THIS WEEK :

A year of change, and one adjustment may cause upheaval at an inconvenient time. However, the new will bring substantial rewards, though requiring unusual efforts within a limited time. Both business and personal life will be affected by new conditions when you decide to stop profitless activities and people who waste your talents. You could be settling up a business involvement and embarking upon something new. Travel will throw you together with people who are in the mood to flirt. Fresh scenes will benefit more practical matters, widening your horizons.

ARIES

(Mar. 22 — Apr. 20)

Be prepared for changes and alterations which throw routine out of gear, temporarily. Sort out the trivia and concentrate on the essentials. May be an exciting phase in your love life, but look before you leap!

TAURUS

(Apr. 21 — May 21)

Short travel is favoured, also interviews and meetings. Be friendly with business associates and relatives if you have home changes in mind. Extra work and responsibilities may be on the way.

GEMINI

(May 22 — June 21)

New friends enter your scene and if you've missed someone lately, a pleasant reunion is indicated. A good time to sign contracts, reach agreements. Your planets bring amusing activity and favour practical interests.

CANCER

(June 22 — July 23)

Your intuition can be heeded, but be careful about forming definite conclusions on the 14th. Venus in your sign for a few weeks favours personal relationships, minor money matters.

LEO

(July 24 — Aug. 23)

With extra vitality and enthusiasm, the next week or two bring happy surprises, but you may be kept on the hop, awaiting news or decisions. Good trend for you, so don't miss opportunities. A friend will be lucky for you on the 12th.

VIRGO

(Aug. 24 — Sept. 23)

Everything is moving along well for you. Your popularity is high and a friendly approach will tend to benefit you. A good week for confidential matters, also health.

LIBRA

(Sept. 24 — Oct. 23)

You are in an energetic phase, so push on with your ideas to improve your set-up. Take a more adventurous attitude for the remainder of August; impress others with your personality and confidence.

SCORPIO

(Oct. 24 — Nov. 22)

If born around the 15th, a sudden change could occur in your life style, especially if you are in the mood for it. Close companions and trends are helpful. There will be some unusual opportunities between now and the end of 1980.

SAGITTARIUS

(Nov. 23 — Dec. 22)

People have been demanding and not easy to please over the past few months. This phase is over and you benefit from work put in recently. Travels are likely and fresh scenes will stimulate ideas.

CAPRICORN

(Dec. 23 — Jan. 20)

Encourage partner's new schemes. Your support will be valuable to someone you love. Get youngsters started on a rather ambitious project, and help them. Watch your spending just now.

AQUARIUS

(Jan. 21 — Feb. 19)

No major worries, but much to do and a restless mood. Keep tasks well in hand, and ignore trivialities. Paper work will pile up, but you catch up by the end of August. Avoid misunderstandings.

PISCES

(Feb. 20 — Mar. 21)

You realise that changes, upheavals over the past two years were inevitable. You are now on a more progressive path. Beneficial changes may occur. Put the emphasis on social activity this week.

eve weekly

Quiz: NEW SERIES No. 14

"HEGMAN"

1. Roger Taylor and Ismail-el-Shafei beat Bjorn Borg at Wimbledon in 1973 and 1974 respectively. Who beat him in 1975?
2. Name the theory formulated by physicist Max Planck, which won him the 1918 Nobel Prize in Physics.
3. Name the famous writer who wrote "The Great Gatsby" and "The Last Tycoon".
4. Which eminent Indian instrumentalist and music composer celebrated his sixtieth birthday in April this year?
5. Name the noted English film director who proposes to make a film on Mahatma Gandhi.
6. Where did Hitler, Mussolini, Chamberlain and Daladier meet in 1938?
7. Which playwrights wrote these plays: "The Man of Destiny" and "A Doll's house"?
8. In 1925, Harold S. Vanderbilt devised a game on a voyage. It has now become an international rage. Which is this game?
9. The President of the World Bank retired recently. What was his name?
10. Name the three great Italian Masters of the High Renaissance of the 16th century.
11. Name the United States of America's Ambassador to the United Nations.
12. July 18, 1980. What unique event in Indian history occurred on this day?

This is the 14th Quiz Contest with a prize of Rs. 200 for the reader who sends an all-correct solution. If more than one do so, the prize money will be divided among them. The deadline for the answers is August 28, 1980. Every entry must be accompanied by a cutting of this column.

Here are tested, money-saving ideas to get extra mileage out of your vehicle. And more meals out of your stove!

You'll find the information here of vital use. Follow these tips from today and discover a happy surprise: more mileage out of your car or 2-wheeler and cooking fuel that lasts longer every month.

For every family using petrol, gas, kerosene...

Did you know these facts, car and 2-wheeler owners?

1. You can get 40% extra mileage to a litre at 40 kmph than at 80 kmph!

Slow and steady really wins—you use the minimum amount of petrol with this good habit. The faster you go, the more the wind resistance, making your vehicle burn up more petrol.

2. An under-inflated tyre can waste 10% petrol!

Tests show that under-inflated tyres increase rolling resistance leading to higher petrol consumption. A 25% decrease in tyre pressure can cost you 5-10% more on fuel consumption and 25% on tyre life.

3. Rush hour and stop-and-go traffic can double fuel consumption!

You consume less fuel if you take a less congested route, even if it is slightly longer. In fact, fuel consumption in city driving is related more closely to travel time than to distances—your vehicle consumes double the normal fuel in a highly congested road.

4. A reduction of weight by 45 kg. can save 2% in petrol in city driving.

Unnecessary loads increase fuel consumption. Do you really need to carry the luggage rack and the 100 odd things in the boot all the time?

"Save-fuel" tips every housewife should know.

1. 35% fuel saving-with just a simple action!

Once a vessel's contents reach boiling point, a low flame is enough to keep them boiling. Promptly turn down your flame every time—you save 35% fuel this way.

2. Use wide, shallow vessels always.

A vessel 25 cm in diameter is ideal for cooking; smaller vessels waste fuel (especially where flames lick the sides). Avoid using a taller vessel than necessary.

3. A pressure cooker and its separators - the biggest fuel savers!

As you know, a pressure cooker is the fastest, most economical way to cook. But to get the best out of it, use the cooker's separators to cook rice, dal, boil vegetables, all at the same time. Think of the fuel saved!

4. A smaller burner or stove can save 10% in fuel!

The larger burner cooks food faster but consumes 10% more fuel than the smaller burner. Ask yourself if it is worth the time saved. Use of the smaller burner makes your fuel last longer.

Cut and keep to cut fuel bills.

The information here is the result of tried and tested research studies by the PCRA, a unit of the Petroleum Ministry. Set up over 4 years ago in anticipation of the worldwide oil crisis that is affecting us all today, PCRA is helping promote more efficient use of fuel—in homes, farms, industries and on roads. Because, till alternative sources of energy are found, we have to make the best use of the world's diminishing oil reserves.

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